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Automotive News

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GM ad shuffle cuts across divisional lines

By Verne Gay
Crain News Service

NEW YORK.—General Motors has reassigned network TV media buying for all of its divisions, making four agency of record assignments by daypart (time periods) that cut across the previously rigid divisional lines.

The new assignments affect the placement of about $250 million.

According to sources, Leo Burnett Co. now handles network prime time media for all GM divisions, while maintaining its creative assignment for Oldsmobile.

Network sources said GM divisions spend more money in prime time than any other daypart. Broadcast Advertisers Reports list 1984 GM spending as $114 million in prime time, $88.4 million in week-end sports, $25.3 million in news and $3.7 million in daytime. The prime-time figures, however, would include GM divisional buys on ABC's Monday Night Football, which is now part of the sports buy, and network prime-time news, such as ABC's 20/20.

D'Arcy MacManus Masius becomes agency of record for news. DMM continues as creative agency for Cadillac and Pontiac.

Campbell-Ewald is agency of record for sports and remains creative agency for Chevrolet.

N.W. Ayer handles the GM corporate public relations account, the smallest piece of the GM media pie. The corporate PR account, however, is charged with production of GM's network specials and miniseries.

Sources said GM has yet to make agency of record assignments for several other media, in-

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Cadillac's secret

Barry Penfound

Early look at 1987 Pininfarina-bodied Allante

Unofficial snapshot of the 1987 two-seat, $30,000-plus Allante shows a Cadillac with styling cues from what the company expects will be its main competitor: Mercedes-Benz convertible. The Allante features a removable hardtop with the softtop underneath. Styled by Pininfarina, Allante bodies will be built in Italy and mated to the GM K-platform, also to be used for Eldorado, Seville, Toronado and Riviera.

Theft-marking rule could spell death for gray market

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The gray market in imported vehicles was dealt what could be its death blow by a newly proposed NHTSA vehicle theft standard.

In publishing the proposed standard, NHTSA said it has "tentatively determined that the purposes of the statute will be better served if only original manufacturers are authorized to certify compliance with the theft prevention standard."

If NHTSA sticks by this decision, it will effectively bar the importation of most vehicles not intended by the original manufacturer for U.S. distribution.

That is because many of the vehicles that insurers and law-enforcement agencies identify as having a high theft experience are the expensive luxury import types favored by the importer-converter.

The components that are to be marked are such integral parts that it would almost necessitate gray marketers rebuilding the automobiles.

The new NHTSA rules will apply only to vehicles that have a high rate of theft experience.

Although NHTSA has asked for comments on its proposed rule, it has justified its decision on the gray-market imports by saying that "limiting the legitimate possession of marking techniques to a few major manufacturers of vehicles and parts would mean that other persons in possession of such technologies can be more easily linked to their criminal enterprises."

Original manufacturers and law-enforcement witnesses have apparently convinced NHTSA that widespread access to the vehicle parts-marking process would weaken the overall theft standard by allowing Vehicle Identification Number substitution.

Original manufacturers and their franchised dealers have been battling with the direct importers for several years, principally through an EPA rulemaking still in progress. That rulemaking

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One-third of cars fail tests in two years, EPA finds

Failure rate high on emission gear

By Jake Kelderman
Washington Reporter

WASHINGTON.—More than a decade after first requiring emission controls for new cars and light trucks, one-third of all those now produced by U.S. and foreign makers will fail to meet tailpipe standards within the first two years of operation, new studies by the EPA indicate.

As troubling as this failure is to the environmental agency, more troubling still is the fact that neither EPA nor the nation's auto makers know the precise reason.

In a report scheduled to be presented before the SAE meeting here the week of May 20, EPA will show that since the beginning of the 1981 model year, as many as one-third of all new passenger cars will fail to comply with hydrocarbon emission standards within the first 30,000 miles of operation

In addition, according to EPA, by the time they reach 50,000 miles they will be emitting as much as a third more hydrocarbon pollution than permitted (the standard is .41 grams per mile) in spite of being maintained properly.

EPA will also report that as many as two-thirds of all new cars fail to comply with evaporative emission standards and that as many as one third are emitting twice the permissible amount of this form of air pollution.

EPA will also report that as a whole, the percentage of cars in compliance with all of its tailpipe emission standards (hydrocarbons, carbon monoxide and oxides of nitrogen) dropped from approximately 65 percent in 1980 to just over 40 percent in 1982, the last year for which it has data.

The near 40 percent compliance rate is about the same as what the agency found for the 1977-78 model years but, in spite of emission standards having tightened since then, EPA officials are still surprised by the latest findings. They had anticipated that widespread use of sophisticated three-way-catalysts and electronic feedback emission control technology would make compliance easier.

"We're at a bit of a loss to explain this," said an EPA official who wished to remain anonymous.

In previous years, when failure to comply with the standards involved mostly NOx emissions, the difficulty was generally laid to a hardware problem, a part that could be repaired or replaced.

In the current situation, however, where excess HC emission are the problem "we just don't know yet," the EPA source said. Speculation is centered on deteriorating catalysts and/or oxygen sensors and possibly lead contamination of the catalyst from planned or inadvertent misfueling. Auto industry sources agreed with this assessment.

The cause for the excess emissions is of great importance to auto makers because they can be held liable for bringing their vehicles back into compliance.

EPA does not have to show the cause of the failure to order a recall of a group of cars but if, for example, the source of the current problem turns out to be a catalyst, or if a catalyst change at 30,000 miles turns out to be the only fix,

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breaking news

8.5 pct. financing for Jeep Cherokee, Wagoneer

SOUTHFIELD, Mich.—American Motors has extended 8.5 percent retail financing to new Jeep Cherokee and Wagoneer models. The reduced rate will be available to qualified retail buyers from May 10 to June 10. The 8.5 percent financing also is available until May 31 to buyers of Renault Alliance, Encore, Fuego and Sportwagon models.

Class action OK'd in Park-Reverse case

WASHINGTON.—Federal Judge June Green has certified a class action brought on behalf of some 9 million owners of Ford vehicles with the alleged defect of unexpected slippage from Park-to-Reverse. Ford has reported it is facing some $1.6 billion in product liability claims for this problem.

Alfa Romeo to call new U.S. car Milano

MILAN, Italy.—Alfa Romeo, Inc., has chosen the name Milano for the sporty sedan it will launch in the U.S. in April. Milano is a 154-HP, V-6 version of the rear-drive 75 model which goes on sale in Italy next month.

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Day' supply of cars lowest since November

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new domestic cars dipped a bit during April as the sales pace quickened and production failed to keep pace.

May opened with a 52-day stock of cars, or 1,563,206 units, compared with month-earlier totals of 53 days and 1,572,998 units and year-earlier totals of 53 days and 1,541,985 units.

The days-supply figure—well within the ideal range—was the lowest since November, and the inventory count was the lowest since January.

General Motors, Volkswagen, Honda and, reporting for the first time, Nissan, increased their inventories compared with April 1, while American Motors, Chrysler Corp. and Ford Motor Co. trimmed theirs.

Incentives on compact-size cars at the Big Three trimmed supplies in that segment. The GM J-cars and Ford's Tempo and Topaz were all in short supply as the month opened.

The May 1 inventory was split this way: GM, 52.30 percent; Ford, 27.76 percent; Chrysler, 15.62 percent; AMC, 2.81 percent; VW, 0.98 percent; Honda, 0.45 percent, and Nissan, 0.08 percent.

One month earlier, the percentages were GM, 51.88; Ford, 28,14; Chrysler, 15.88; AMC, 3.03; VW, 0.97, and Honda, 0.10.

AMC shaved its inventory by a combination of increased sales and decreased production. Its Renault models were covered by low-interest incentives during April.

Chrysler's subcompacts remained in short supply, thanks to some help from incentive programs. The high numbers for its E-Class/New Yorker and Lancer are due to production increases during April.

By class segment, the May 1 breakout was: Subcompact, 19.15 percent; compact, 12.77 percent; intermediate, 18.09 percent; standard, 23.40 percent, and luxury, 26.59 percent.

One month earlier, the percentages were: Subcompact, 16.80; compact, 22.05; intermediate, 33.27; standard, 16.18, and luxury, 11.70.

The days' supplies of subcompact models: Lynx, 94; Encore, 93; Alliance, 89; Chevette, 80; EXP

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Much-delayed sticker still faces a court test

Used-car rule goes into effect

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The FTC's used-car rule—currently being challenged in court by Consumers Union—went into effect last Thursday (May 9). The rule calls for a window sticker that lists certain facts about the car and conditions of sale.

The FTC staff first proposed a used-car rule in January, 1976, and a final rule was published in August, 1981. Under intense dealer lobbying, Congress vetoed the rule in May, 1982, but the U.S. Supreme Court ruled that veto illegal and the rule was remanded to FTC in September, 1983.

The revised final rule without the "known defect" provision was published in November, 1984, and became effective May 9. The court challenge mounted by Consumers Union is before the federal appellate court in the District of Columbia.

Despite the lengthy controversy and the elimination of the "known defect" provision over which NADA went to court, FTC officials called it a "happy day," marking the beginning of consumers knowing "up front and in writing" who will pay for repairs after the sale.

Meanwhile, NADA has been receiving some 60 calls a day from dealer members saying that printers have been working around the clock to produce labels. It appears that thousands of dealers will not meet FTC requirements since the printers used the wrong ink or not enough labels are available in Spanish.

In addition, NADA has a lot of questions that FTC has not yet answered. What happens with used cars sold on consignment? What is the status of not-yet-expired service contracts and/or extended warranties furnished by General Motors, Ford Motor Co., American Motors and a multitude of private companies such as General Warranty? Will dealers be allowed to add a second label?

From FTC's viewpoint, said Carol T. Crawford, director of FTC's Bureau of Consumer Protection, the window sticker means buyers have a legal contract spelling out the terms of warranty, if any. She said a major problem has been the consumer's inability to get the dealer to fulfill his spoken promises and the new rule takes care of that.

The window sticker describes the terms of any warranty and its duration as well as coverage and percentage of repair costs the dealer will pay.

The sticker indicates, in a prominent place, whether the sale is "as is" and if so, warns that the customer will pay for any repairs after sale. The sticker also warns that spoken promises are hard to enforce and suggests getting things in writing.

It also suggests that the consumer ask the dealer if he can get an inspection by an independent mechanic. The back of the sticker lists mechanical or safety systems on which major repair problems can occur and includes information about the availability of any service contracts.

Crawford urged consumers to report any used cars for sale without stickers as of May 9, although she added that if dealers were trying, FTC might not try to enforce the rule from day one. The fines are $10,000 per car per day and the enforcement is to be done by FTC's very limited enforcement staff—presumably letting some dealers act as examples.

FTC has printed and mailed 89,000 booklets to used-car dealers explaining the rule—at a cost of $7 million for printing and $19 million for postage. It has also printed and mailed a guide for consumers on the used-car rule and sent them to various consumer groups—at a total cost of some $17 million. The video press release for TV news media was $21 million.

Eventually, FTC will issue staff guidelines to help dealers.

Amanda B. Pedersen, deputy director, said the mailing to dealers was made April 23 to allow plenty of time to handle problems.

Crawford said that the stickers.

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Peugeot 205 Turbo 16, Part Two

Peugeot's 205 Turbo 16 first participated in the World Rally Championship in April, 1984, and went on to give Peugeot Talbot Sport three wins from five entries that year. This year, the car will enter all World Championship Rallies. The 205 Turbo 16 Evolution 2, which will participate in the remainder of the rallies, weighs less than the first version and has more horsepower.

Concessions by May 24, or 2 plants will close

AMC sets a deadline for UAW

By Marjorie Sorge
Labor Editor

American Motors will close its Kenosha assembly and Milwaukee stamping plants in Wisconsin May 24 if the UAW does not agree to a concession contract.

The company gave the union the ultimatum in a recent letter which demanded a General Motors-type contract if the plants were to continue to operate.

It has been reported that union leaders in Wisconsin told the company they cannot meet the May 24 deadline. Local 72 in Kenosha has scheduled a membership vote on the issues for later this week.

At presstime, no talks had been scheduled between the company and the union, however UAW local officials from the two plants and from AMC's Toledo Jeep operation met at Solidarity House last week to discuss the situation.

The three-year GM-UAW contract has no paid personal holidays, staggered wage increases based on job classification in the first and lump-sum payments which act as wage increases in the last two years.

The demands in AMC's letter include shorter vacations, fewer days off and a 37-cent-an-hour wage cut for assembly workers. AMC is also demanding that union representation be reduced by as many as 200 people.

It has been reported that Kenosha has the highest number of full-time union stewards in the industry, one for every 23 employes. There are about 7,000 workers at the two plants. That costs AMC about 85 cents an hour compared with the 14 cents an hour its costs GM, the company said.

The current contract expires Sept. 16.

UAW and AMC spokesmen acknowledged the letter, but neither would confirm the details. However, the company spokesman said AMC is serious in its desire to get a GM-like contract for its Wisconsin operations.

AMC has been seeking concessions from the UAW for the past few months. In late April, the company told the UAW the Kenosha and Milwaukee plants would close within 15 months if the union did not agree to contract concessions. At that time, the company was hopeful that negotiations would begin early this month.

However, talks have not begun, and AMC officials are now very anxious to get negotiations under way.

The company maintains that Kenosha, which builds the subcompact Encore and Alliance, is the most expensive plant in the world. Wages there are about 70 cents an hour higher than those at Ford Motor Co. and GM, and the company says the high number of union stewards increases the labor cost even more. However, AMC refuses to disclose its hourly labor cost.

AMC lost $29 million in the first three months of this year and has said it will begin a 25 percent budget cut within the next few months. That will cause numerous white-collar layoffs and project eliminations.

The UAW and AMC have been at odds about the method of payback for the entire employe investment plan that was negotiated in 1982. Under that contract, the union agreed to invest between $110 million and $150 million to help the company create a new product program by banking some wages and benefits, worth about $10,000 for each employe.

Workers at both Wisconsin plants and those in the Jeep facility in Toledo agreed to the contract. So far, the company is not demanding a concessionary con-

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Corvette design work farmed out overseas

By Dan McCosh
Detroit Reporter

Chevrolet will be contracting the majority of the design work on the next-generation 1990 Corvette to outside design and engineering company, Hawtal-Whiting Design Co., Ltd., the British engineering company currently doing a two-seat sports car for Buick, according to sources close to the program.

Hawtal-Whiting, a little-known company in the U.S., also reportedly is doing major design work on a station wagon version of the GM10 project.

Sourcing engineering work with outside companies has been growing at a rapid rate for domestic auto companies. Some GM insiders estimate they currently are doing as much as 60 percent of their engineering with outside firms, and will reach as high as 80 percent in the near future. The trend has created a boom in outside engineering firms in the Detroit area, and has been reaching overseas as well.

Although the Corvette project will be one of the highest-visibility cars done in conjunction with an outside engineering company, GM has relied heavily on Detroit-based Modern Engineering Service Co. and Entec, Inc., among others to do basic development work as well as prototype drafting. Offshore, the best-publicized project so far has been the 1987 Cadillac sports car with body built by Italy's Pininfarina, although Cadillac is already searching for foreign input on a second specialty car.

Ford Motor Co. and Chrysler Corp. likewise have been relying heavily on independent engineering services, with in-house operations developing basic concepts and outside houses doing development and detail work. Recently, Chrysler contracted with Creative Industries to do a significant amount of work on its advanced-concept Liberty project. Chrysler also is working with overseas companies, notably Lotus Group, to develop high performance engines, suspension and structural composites.

AMC plans to close 4 zones, 3 parts sites

By Richard Johnson
Detroit Reporter

Four zone sales offices will be closed and operations at three parts depots phased out as part of a move by American Motors to streamline its national field sales and service organizations.

AMC will shut down zone sales offices in Boston, Philadelphia, Pittsburgh and Kansas City by June 1. Operations will be consolidated in renamed "regional" offices located in New York, Detroit, Washington, Atlanta, Chicago, Dallas, Denver and Los Angeles.

AMC will phase out parts depots in Detroit; Overland Park, Kans., and Elmsford, N.Y., by about Sept. 1, leaving seven regional parts warehouses across the country and the national depot in Milwaukee.

Closing the zone sales offices will result in 72 salaried layoffs out of a nationwide field zone office staff of 560. A company spokesman said AMC is offering new positions through relocations to many of those employes.

Seven salaried employes at each of the three parts depots being phased out have been or will be offered different jobs. The company will consult with three unions involved about possible reassignments for approximately 50 hourly employes affected by the phaseout of parts depots.

According to Peter Guptill, AMC vice president, U.S. sales, the new organization "will provide our franchised dealer body with a more streamlined system of sales and service assistance."

Last month, AMC announced across-the-board department budget cuts of 25 percent. The reductions were announced just before the company reported a $29 million loss for the first three months of 1985.

World Expo canceled; Congress not affected

Plans for the 10th annual Automotive News World Congress continue unchanged although the 1985 Automotive News World Expo has been canceled.

The Automotive News World Congress will be held Aug. 25-28 at the Westin Hotel in Detroit's Renaissance Center.

The keynote address at the opening session will be delivered by Carl H. Hahn, chairman of Volkswagenwerk G. His title is The State of the Industry—An European View. It is expected that Hahn will draw on his wide international management experience.

Automotive News World Expo, in the years of its existence, served as a channel of communication between vehicle manufacturers and suppliers worldwide. However, needs of the industry have changed and, in sensitivity to those needs, the 1985 World Expo was canceled.

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60th year—No. 5074

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Dealer gets a lift

Paul D. Fusz, Paul Fusz Motors, Inc., holding balloons in a Jeep Grand Wagoneer, is congratulated by C. Bruce Liebich, American Motors' Kansas City zone manager, during the opening of Fusz' showroom in Ellisville, a St. Louis suburb. Also attending the premiere of the 2,000-square-foot showroom is David M. Wolenberg, zone sales promotion manager.

Domestics up 9 pct.; imports gain 14 pct.

April auto sales climb 10 pct.

By Jenny L. King
Detroit Reporter

As the spring selling season moved into its second month, the pace of domestic new-car sales quickened from the daily sales rate in March and imports added some 25,000 units to their year-ago total for an April increase of 14.30 percent.

Domestics finished April up 9.32 percent with a total 788,281 retail deliveries. A year earlier, the April domestic total was 721,091. Record for the month was 862,940, notched in 1973.

The April daily-selling rate averaged 30,319, up 5.11 percent from 28,844 a year ago and up 2.53 percent from the March daily rate of 29,574. There were 26 selling days this April versus 25 in 1984 and 26 in March of this year.

Import sales for the month totaled 199,241, up 14.30 percent from 174,311 the preceding year but down some 2,000 units from 201,341 in March, 1985. Imports increased their share of the April market to 20.18 percent from the 1984 level of 19.47 percent.

The industry total of 987,522 in April was up 10.18 percent from 895,402 last year.

Where the market was, April, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	133,126	13.48%
COMPACT	218,131	22.09%
INTERMEDIATE	272,403	27.58%
STANDARD	95,325	9.65%
LUXURY	69,296	7.02%
IMPORT	199,241	20.18%
GRAND TOTAL	987,522	100.00%

Domestic new-car sales in the first four months of the current calendar year kept ahead of 1984 by 4.21 percent, climbing to 2,830,143 from 2,715,700. Imports were up 4.97 percent, to 801,218 from 763,277. The calendar-year industry total was up 4.38 percent, to 3,631,361 from 3,478,977.

Chrysler Corp. was unsurpassed in percent of sales increase by any of its now six rivals. Chrysler domestic new-car sales were up 29.56 percent in April, to 112,621 from 86,924.

Nissan became the seventh U.S. manufacturer on the Automotive News chart as its Tennessee-assembled Sentras entered the market for the first time. U.S.-made Sentra sales were 1,267 in April.

• Ford Motor Co. reported sales of 191,311 domestic cars for the month, up 16.61 percent from 164,055 last year. General Motors was up 3.37 percent, to 450,608 from 435,908. Honda was up 15.67 percent, to 14,067 from 12,161. Volkswagen slipped 7.50 percent, to 6,585 from 7,119, and American Motors continued its decline, down 20.79 percent, to 11,822 from 14,924.

GM's share of the April domestic market dropped more than three percentage points, to 57.16 percent from 60.45 percent. Ford was up to 24.27 percent from 22.75 percent. Chrysler ascended to 14.29 percent from 12.05 percent.

Honda earned 1.78 percent, up from 1.69 percent. AMC tumbled to 1.50 percent from 2.07 percent, VW had 0.84 percent compared with 0.99 percent a year earlier, and Nissan came up with 0.16 percent of the recent month's domestic total.

In the April domestic-makes breakout, Plymouth was up 37.99 percent, Chrysler was up 13.44

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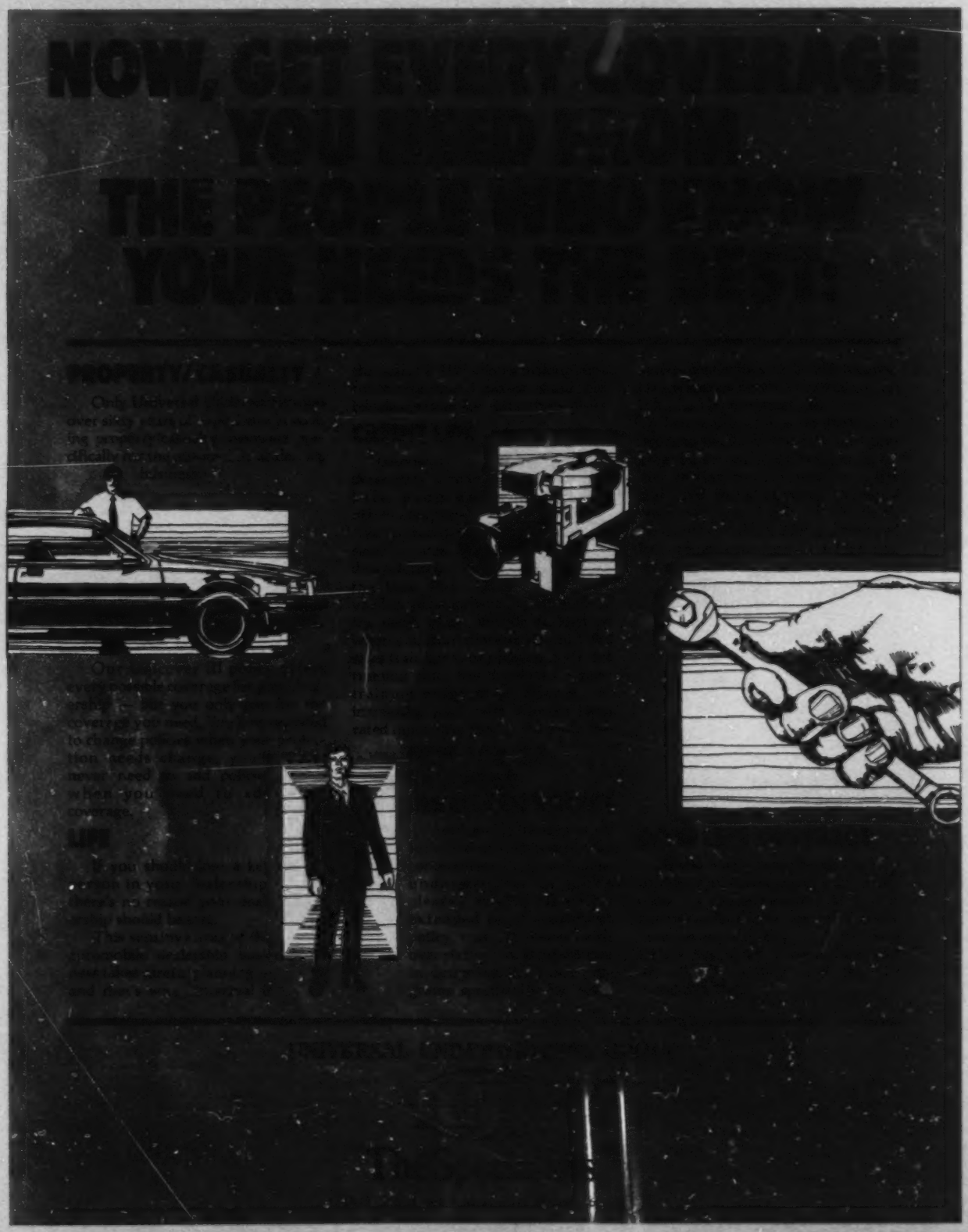

GM dealers top Canadian lines in sales per outlet

WILLOWDALE, Ont.—General Motors dealers sold more new cars per outlet—378—than any other dealers in Canada in 1984, according to figures compiled by the Federation of Automobile Dealer Assns. of Canada.

GM dealers were also first in 1983, with 340 new cars per outlet, the FADA said.

Other dealers' showings were: Chrysler, second, with 313 new cars per outlet in 1984 versus 275 in 1983 (third); Honda, third, 286 vs. 293 (second); Ford, fourth, 251 vs. 205 (fifth); Hyundai, fifth, 246; Toyota, sixth, 237 vs. 243 (fourth), and American Motors, seventh, 162 vs. 160 (seventh).

Other dealers placed as follows: Volkswagen of America, eighth, 150 vs. 121 (ninth); Nissan, ninth, 148 vs. 168 (sixth); Mazda, 10th, 147 vs. 150 (eighth); Volvo, 11th, 105 vs. 103 (10th); Subaru, 12th, 100 vs. 100 (11th), and Lada, 13th, 63 vs. 86 (12th).

The average Canadian dealer sold 263 new cars in 1984 (trucks not included), the FADA said. According to Automotive News figures, the average American dealer sold 420.

Top selling dealers per outlet in the U.S. market last year, according to Automotive News, were Honda, 610; Toyota, 515; Mitsubishi, 477; Nissan, 439, and Oldsmobile, 331.

Autos retained longer than at any time since post-WWII

U.S. car and truck median age rises

DETROIT.—Despite major increases in registrations of new cars and trucks in the U.S. during the period ended June 30, 1984, the median age of cars and trucks here was up over the previous year, according a report by R.L. Polk & Co.

The median age of the U.S. automobile population rose to 6.7 years in 1984, up from 6.5 years in the comparable 1983 period and 4.9 years in 1970, according to Polk.

(MVMA compilations based on Polk data show that the median age of passenger cars in use in the U.S. was 8.8 years in 1946 and 8 years in 1948. The median age has been rising steadily since 1967, according to MVMA.)

Polk said the median age of the U.S. truck population rose to 7.4 years in 1984, its highest since 1960. In 1983, the median age was 7.2 years, up from 6.8 in the comparable period of 1982, the Polk report said.

In 1975, the median age for trucks was 5.8 years, and in mid-1970, it was 5.9, according to Polk.

A combination of factors resulted in the increase in auto median age. Although new-car registrations in the U.S. during the period ended June 30, 1984, increased for the second consecutive year, at the same time more Americans were holding onto their older cars longer than at any time since 1950, Polk said.

Similarly, truck median age increased because owners were keeping their older trucks longer, according to Polk.

More than 9.73 million new cars were registered during the period ended June 30, 1984, up 1,395,700 over the comparable period in 1983.

At the same time, the number of cars aged 15 or more years increased 980,000 units to a record 8.9 million registered, the Polk report said.

The number of cars in this age group increased by 1.08 million during the previous year, Polk reported.

In the year ended last June 30, 6.7 million cars were not re-registered and are presumed scrapped.

In the comparable 1983 period, 6.2 million cars were scrapped. The record was set in 1978-79, when 9.3 million cars were scrapped.

Autos presumed scrapped in 1984 were 6.1 percent of the record national car population of 112 million, an increase of just 0.3 percent over the previous year.

In the period ended last June 30, 34 percent of the 40.14 million trucks in use in the U.S. were 10 years old or older (up 1.5 percent from 1983), whereas in 1979, just 26 percent of the registered trucks were that old, Polk said.

Scrappage of trucks in 1984 amounted to 1.6 million units, up slightly from the previous year but well below the record 1.9 million for 1978-79, Borthwick said.

The total number of registered cars in the U.S. for the period ended last June 30—112 million—was up 3.06 million or 2.8 percent from the previous year, according to Polk.

That increase was the greatest growth since 1977-78, but was well behind the average growth rate of 3.2 percent per year in the decade that ended in mid-1976, the report said.

The total number of registered trucks—40.14 million in 1984—was up two million over 1983.

MAJOR MANUFACTURERS BY SEGMENT

	April		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	102,051	97,085	414,164	366,203
Medium-Duty	5,060	3,368	15,635	12,035
Heavy-Duty	1,495	847	4,972	3,383
Ford Total	**108,606**	**101,300**	**434,771**	**381,621**
Light-Duty	104,637	101,782	412,049	369,000
Medium-Duty	1,108	1,331	5,533	4,912
Chevrolet Total	**105,745**	**103,113**	**417,582**	**373,912**
Light-Duty	9,303	8,722	99,376	93,920
Medium-Duty	713	822	8,487	7,973
Heavy-Duty	405	609	3,923	3,998
GMC Total	**10,421**	**10,153**	**111,786**	**105,891**

LIGHT-DUTY APRIL, YEAR-TO-DATE SALES

	April		Year-to-Date	
	1985	1984	1985	1984
Vans	17,866	15,506	65,884	59,344
Club Wagon	3,408	2,570	11,781	10,921
Ranger	16,817	20,927	102,241	72,062
Bronco	4,572	3,887	16,409	15,389
Bronco II	8,669	8,057	32,168	29,204
Pickups	50,719	46,126	185,681	179,303
Ford	**102,051**	**97,085**	**414,164**	**366,203**
Vans	13,545	15,239	52,790	57,420
Sportsvan	1,924	2,359	7,769	8,226
Astro	7,799	____	19,517	____
S-10	19,859	18,464	88,124	64,161
S-10 Blazer	12,963	12,501	52,511	43,500
El Camino	1,736	2,470	6,688	8,533
Blazer	3,485	3,645	14,606	16,645
Suburban	5,131	5,609	19,063	16,609
Pickups	38,195	42,495	150,981	153,846
Chevrolet	**104,637**	**101,782**	**412,049**	**369,000**
Vans	5,425	6,854	21,924	25,663
Ram Wagon	3,389	4,514	13,537	15,528
Voyager	9,467	8,277	35,198	27,918
Caravan	10,072	8,691	36,922	29,278
Mini Ram Van	2,090	1,701	8,737	3,482
Ram 50	6,512	3,606	26,280	13,654
Other Plymouth Trucks	____	____	____	378
Ramcharger	3,472	2,435	13,822	9,995
Rampage	____	1,200	____	3,599
Pickups	14,812	11,265	59,733	47,041
Chrysler	**55,239**	**48,543**	**216,153**	**176,536**
Vans	1,339	1,352	13,552	17,156
Safari	568	____	3,812	____
S-15	1,854	1,539	20,027	14,093
S-15 Jimmy	1,123	1,002	11,918	10,454
Jimmy	232	189	2,835	3,116
Caballero	70	85	810	893
Suburbans	528	564	5,872	5,364
Pickups	3,419	3,852	37,421	41,169
P Model	170	139	3,129	1,675
GMC	**9,303**	**8,722**	**99,376**	**93,920**
CJ	3,174	3,277	11,653	12,123
Wagoneer	878	1,717	4,366	6,923
Cherokee	6,869	5,395	27,198	19,456
Grand Wagoneer	1,001	1,441	4,884	6,047
Pickups	317	627	1,444	2,456
Jeep	**12,239**	**12,457**	**50,418**	**47,005**
Toyota	25,584	15,359	101,569	73,942
Nissan	23,213	13,307	96,505	72,492
Mazda	7,024	9,549	31,288	40,318
Isuzu	7,384	3,680	23,203	9,580
Mitsubishi	3,289	1,010	9,472	4,710
Imports	**86,494**	**42,905**	**282,037**	**201,042**
Industry Total	**349,963**	**311,494**	**1,454,197**	**1,253,706**

*Nissan includes domestically-build units in Tennessee.

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IMPORT REGISTRATION SHARES IN U.S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb. 1985	Percent Share of Market	Regis., Feb. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 2 mos. 1985	Percent Share of Market	Regis., 2 mos. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Honda	40,562	20.12	36,225	18.64	+1.48	81,949	19.99	73,831	18.96	+1.03
Toyota	38,326	19.01	38,494	19.80	−0.79	80,496	19.64	79,448	20.41	−0.77
Nissan	36,610	18.16	35,111	18.06	+0.10	74,475	18.17	70,709	18.16	+0.01
Mazda	13,089	6.49	12,927	6.65	−0.16	25,613	6.25	24,836	6.38	−0.13
VW	12,405	6.16	13,302	6.84	−0.68	24,623	6.01	25,842	6.64	−0.63
Subaru	11,876	5.89	12,508	6.65	−0.55	24,436	5.96	24,340	6.25	−0.29
Volvo	7,764	3.85	7,918	4.07	−0.22	15,587	3.80	14,726	3.78	+0.02
Mercedes	6,388	3.17	6,553	3.37	−0.20	13,852	3.38	13,266	3.41	−0.03
BMW	5,940	2.95	5,223	2.69	+0.26	11,581	2.82	10,252	2.63	+0.19
Audi	5,206	2.58	5,206	2.68	−0.10	10,633	2.59	9,681	2.49	+0.10
Others	23,421	11.62	20,914	10.76	+0.86	46,678	11.39	42,397	10.89	+0.50
TOTAL	201,587		194,381			409,927		389,328		
Share of U.S. Total		25.52		24.85	+0.67		25.96		25.45	+0.51

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Minnesota, Feb., 1985, temporarily delayed.

February total is 201,587

Import registrations up 3 pct.

By Jenny L. King
Detroit Reporter

The number of new imported cars registered in the U.S. in February climbed more than 7,000 units over the same month a year earlier and gained a fraction of a percentage point in share of the total market.

However, the imports' share was smaller than their 26.41-percent piece of the January, 1985, pie.

Figures provided by R.L. Polk & Co. show February registrations of 201,587 imported cars, up 3.71 percent from 194,381 a year ago.

The imports' market share climbed to 25.52 percent from 24.85 percent in 1984. In January, import registrations totaled 208,340 and accounted for 26.41 percent of the month's total.

Honda led the imports with registrations of 40,562 new cars in February, accounting for 20.12 percent of the import total. Honda figures reflect both imported models and the Accords assembled in this country.

Toyota found itself dislodged from first place as it missed its year-ago total by just over 100 cars and dropped 0.79 percentage points in penetration, to 19.01 percent from 19.80 percent.

Nissan maintained its hold on third place and gained 0.10 percentage points, growing to 18.16 percent from 18.06 percent.

BMW was the only other import to improve its share, up 0.26 percentage points, to 2.95 percent from 2.69 percent in 1984.

Mazda dropped 0.16 percentage points, Volkswagen (which includes U.S.-built and imported cars) slipped 0.68 percentage points, Subaru was down 0.55 percentage points, Volvo was down 0.22 percentage points, Mercedes-Benz was down 0.20 percentage points and Audi dropped 0.10 percentage points.

The top 10 imports claimed 88.38 percent of the total, down from 89.24 percent a year earlier.

For the first two months of the year, five makes gained in shares of the import market—two Japanese and three European. Honda was up 1.03 percentage points, edging Toyota from first place. Nissan was up 0.01 percentage points, Volvo was up 0.02 percentage points, BMW was up 0.19 percentage points and Audi gained 0.10 percentage points.

Toyota's two-month penetration was down 0.77 percentage points year to year. Mazda was down 0.13 percentage points, VW dropped 0.63 percentage points, Subaru was down 0.29 percentage points and Mercedes slipped 0.03 percentage points.

The top 10 imports accounted for 88.61 percent of the two-month total, down from 89.11 percent in 1984.

Japan's share of the February market slipped to 71.60 percent from 72.11 percent last year. West Germany was down to 13.17 percent from 13.26 percent and Sweden dipped to 5.12 percent from 5.35 percent. The "U.S. imports" (i.e., domestic Hondas and VWs) edged up to 8.24 percent from 7.10 percent a year earlier.

New-car registrations by country of origin were:

	Feb. 1985	Feb. 1984
Japan	144,336	140,174
W. Germany	26,541	25,779
United States	16,618	13,795
Sweden	10,329	10,408
France	1,881	2,498
Great Britain	1,419	1,366
Italy	463	323
Ireland	0	38
TOTAL	201,587	194,381

Japan's share slipped to 71.98 percent from 72.68 percent for the first two months of the year, while West Germany was up to 13.20 percent from 12.77 percent. The U.S. provided 7.84 percent, up from 7.29 percent, and Sweden climbed to 5.13 percent from 5.50 percent. Totals were as follows:

	2 Mos. 1985	2 Mos. 1984
Japan	295,060	282,951
W. Germany	54,123	49,735
United States	32,120	23,368
Sweden	21,031	19,646
France	3,889	5,124
Great Britain	2,869	2,831
Italy	835	591
Ireland	0	82
TOTAL	409,927	380,328

Imported-truck registrations continued their upward spiral, growing 30.12 percent February to February, to 74,319 from 57,114. Registrations by major makers were:

	Feb. 1985	Feb. 1984
Toyota	26,488	20,468
Nissan	23,736	17,704
Mazda	8,497	9,915
Dodge Ram 50	6,145	3,258
Others	9,451	5,769
TOTAL	74,319	57,114

Registrations of 145,039 new imported trucks in the first two months showed an increase of 36.96 percent from the 105,898 reported in 1984. The two-month figures were:

	2 Mos. 1985	2 Mos. 1984
Toyota	53,568	40,238
Nissan	44,389	29,200
Mazda	17,008	18,167
Dodge Ram 50	1,293	6,076
Others	18,783	12,217
TOTAL	145,039	105,898

MARKET SHARES

TWO MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.46	14.92	−0.46
Ford	13.00	12.95	+0.05
Oldsmobile	9.55	11.05	−1.50
Buick	8.29	8.61	−0.32
Pontiac	6.51	6.54	−0.03
Honda	5.19	4.83	+0.36
Toyota	5.10	5.20	−0.10
Mercury	4.85	5.02	−0.17
Nissan	4.72	4.62	+0.10
Dodge	4.50	3.46	+1.04
Plymouth	3.75	2.83	+0.92
Chrysler	3.22	2.91	+0.31
Cadillac	2.78	3.04	−0.26
Lincoln	1.71	1.18	+0.53
Mazda	1.62	1.62	+0.00
VW	1.56	1.69	−0.13
Subaru	1.55	1.59	−0.04
AMC	1.42	2.04	−0.62
Volvo	0.99	0.96	+0.03
Mercedes	0.88	0.87	+0.01
BMW	0.73	0.67	+0.06
Audi	0.67	0.63	+0.04
Other Imports	2.95	2.77	+0.18
Misc. Dom.	0.00	0.00	−0.00
TOTAL	1,578,837	1,529,558	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York from manufacturers' sales records.

TOP CARS

U.S. registrations for Two Months, 1985 vs. 1984 Oklahoma and New York from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	228,369	Chevrolet	228,197 — 1
2—	205,292	Ford	198,055 — 2
3—	150,772	Oldsmobile	169,047 — 3
4—	140,818	Buick	131,661 — 4
5—	102,766	Pontiac	99,971 — 5
6—	81,949	Honda	73,831 — 8
7—	80,498	Toyota	79,448 — 6
8—	76,606	Mercury	76,837 — 7
9—	74,475	Nissan	70,709 — 9
10—	71,031	Dodge	53,059 —10
11—	59,197	Plymouth	43,234 —12
12—	50,786	Chrysler	44,480 —13
13—	43,872	Cadillac	46,501 —11
14—	26,971	Lincoln	17,997 —18
15—	25,613	Mazda	24,836 —16
16—	24,632	VW	25,842 —15
17—	24,436	Subaru	24,340 —17
18—	22,400	AMC	31,149 —14
19—	15,587	Volvo	14,726 —19
20—	13,852	Mercedes	13,266 —20
21—	11,581	BMW	10,252 —21
22—	10,633	Audi	9,681 —22
	46,677	Other Imports	42,397
	30	Misc. Dom.	42
	1,578,837	TOTAL	1,529,558

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Mahin named to head Subaru communications

PENNSAUKEN, N.J.—C.D. (Doug) Mahin has been named vice president, corporate communications for Subaru of America. He will supervise the advertising, public relations, promotions/special events, merchandising and market research departments.

Mahin formerly was vice president, Distributor Division and will retain responsibility for that division. John T. Coyle has been appointed assistant vice president, Distributor Division. He formerly was general manager of the Subaru Atlantic distributorship.

Houston deal moves

HOUSTON.—Westpoint Mitsubishi here has moved to the Northwest Freeway. Owner is Marty Campise.

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Marketing & Media

Continued from Page 23

paign for its Olds dealer group clients in western Pennsylvania, eastern Ohio and the West Virginia panhandle area.

Dodge Open charity golf

The 22nd annual Dodge Open Chairty Golf Classic will be played at the Denville (N.J.) Rockaway River Country Club May 21-23.

The event is sponsored by Chrysler Corp. and the Dodge Dealers Assn. of New York, New Jersey and Connecticut.

This year's event will offer a record purse in excess of $75,000 with proceeds going to Denville's St. Clare's Hospital and the Shriners Hospitals for Crippled Children. The event already has raised more than $145,000 for those charities.

The Dodge Open traditionally opens the season for Tri-state PGA members.

On a similar note, Huntington (N.Y.) Sportique Motors, is sponsoring its eighth food drive in five years. The current event will be a May 19 footrace dubbed the third annual Sportique Peugeot Food for Friends Five Mile Classic.

Simply, the dealership asks for food contributions as part of the entry fee. The food, and a cash contribution, will be given to Frances Watkins and the Suffolk County Emergency Food Coordinator Program.

On the set with car show video

Co-hosts Bruce Penhall and Debra Sue Maffet share a chat about car prices while standing next to a 1953 Cadillac convertible on the set of The 1985 Home Auto Show. The production features video footage and voice-over descriptions of new domestic cars.

College grad incentives

GMAC is back with its college graduate purchase plan.

The 1985 version of the plan features a low 5 percent downpayment, no payments for 90 days and a "favorable" interest rate.

GMAC mailed a four-color brochure detailing the plan to 830,000 graduating seniors in the U.S.

The GMAC College Graduate Finance plan applies to purchase or lease of a new GM car or light-duty truck. Graduates can take advantage of the plan for a full year.

Ford of Canada has launched a similar plan, offering a $400 discount, no payments for up to four months and special financing terms to Canadian college graduates.

The Ford of Canada plan is effective from May 1 to July 31 and is modeled after a similar plan used by Ford in the U.S. last year.

Ford products covered in the program are Escort, Lynx, Mustang, Capri, Tempo, Topaz, Thunderbird, Cougar, Bronco II and Ranger pickup trucks.

Bateman Bryan picked

The Southern Ford Advertising Assn. has picked Bateman Bryan & Galles, Inc., to handle its $1.6 million account.

The agency said it is "preparing a heavy television blitz using four target-marketed spots" to accommodate the geographic differences of its 21-member client.

SFAA consists of all metropolitan Ford dealers in Louisiana, except New Orleans, with some members in neighboring Mississippi and Alabama.

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System offered to track use of fleet vehicles

WEST HARTFORD, Conn.—The National Assn. of Fleet Administrators (NAFA) and Generated Solutions, Inc. (GENSOL), announced a joint development program to produce and market the Vehicle Use Analysis program.

This is personal computer software that will calculate, track and analyze personal and business use of fleet vehicles, GENSOL said.

The system will also calculate the personal use fringe benefit value of driver reimbursement plans, the company said.

According to Harry Dillman, GENSOL president, "This new program will be in full conformance with the IRS regulations on record-keeping requirements for personal use of vehicles and on taxation of fringe benefits which became effective on Jan. 1, 1985.

"The system is designed for monthly or quarterly reporting and will be able to maintain a four-year history of vehicle usage," Dillman said.

NAFA will make the software available to its members exclusively at a cost of $88, with discounts for bulk purchases of 10 or more copies, GENSOL said.

The program, which includes operating instructions, is designed to operate on an IBM or compatible personal computer. Versions for other personal computers will be available in a few months, Dillman said.

GENSOL plans to market the program to other than NAFA members, the company said.

A second program, Vehicle and Equipment Lease vs. Buy Analysis, will be available June 1, GENSOL said. Both programs will be demonstrated at the NAFA preconference seminar at the Boston Sheraton on June 1.

IMPORT SALES BY MODEL

	MAR. 1985	MAR. 1984	3 MONTHS. 1985	3 MONTHS. 1984
ALFA ROMEO	370	709	1,013	709
AUDI	5,515	17,296	15,480	17,296
4000S	1,361	3,790	3,882	3,790
4000S Quattro	307	972	1,015	972
5000S	2,938	9,912	7,802	9,912
5000S turbo gas	632	1,715	1,941	1,715
Quattro turbo	10	8	24	8
Coupe	267	899	816	899
BMW	7,467	15,395	19,044	15,395
318/320	2,176	9,198	5,613	9,198
325e	2,398	420	6,234	420
528/533	1,709	3,209	4,197	3,209
633CSI	352	711	850	711
733	832	1,857	2,150	1,857
CHEVROLET	5,217	0	14,128	0
Spectrum	3,984	0	10,073	0
Sprint	1,233	0	4,055	0
CHRYSLER/MITSUBISHI	7,009	22,471	21,341	22,471
Colt (Dodge/Plymouth)	5,167	17,239	16,065	17,239
Conq./Sap./Chal.	418	2,273	1,240	2,273
Vista (Dodge/Plymouth)	1,424	2,959	4,036	2,959
HONDA	30,228	103,842	95,776	103,842
Civic	10,205	34,335	34,807	34,335
Civic CRX	5,865	10,529	15,812	10,529
Accord	9,014	39,755	30,592	39,755
Prelude	5,144	19,223	14,565	19,223
ISUZU	1,980	3,669	6,242	3,669
I-Mark	226	1,091	1,202	1,091
Impulse	1,754	2,578	5,040	2,578
JAGUAR	1,984	3,871	4,252	3,871
XJ6	1,595	3,337	3,408	3,337
XJS	389	534	844	534
MASERATI BITURBO	0	0	226	0
MAZDA	18,034	40,424	44,276	40,424
GLC	3,608	10,424	9,493	10,424
626	8,510	16,800	20,496	16,800
RX-7	5,916	13,200	14,287	13,200
MERCEDES BENZ	7,740	20,584	19,886	20,584
190D	358	1,993	906	1,993
190E	2,168	3,294	5,664	3,294
240D	3	15	6	15
300D	1,555	4,291	3,755	4,291
300CD	146	399	355	399
300TD	331	685	671	685
300SD	626	4,214	1,695	4,214
380SE	929	1,559	2,388	1,559
500SEL	543	1,128	1,477	1,128
380SL/SLC	938	2,496	2,567	2,496
500SEC	143	510	402	510
MERCURY MERKUR	0	0	392	0
MITSUBISHI	3,159	9,887	8,857	9,887
Starion	513	2,003	1,315	2,003
Cordia	494	3,895	1,752	3,895
Tredia	644	3,989	1,844	3,989
Mirage	719	0	2,136	0
Galant	789	0	1,810	0
NISSAN	38,985	115,116	117,908	115,116
Sentra/210	11,900	47,208	40,113	47,208
Pulsar/310	3,644	9,183	11,041	9,183
Stanza	2,941	11,704	10,190	11,704
Maxima	6,775	14,955	20,807	14,955
200SX	6,439	11,357	17,183	11,357
300ZX	6,934	19,476	17,027	19,476
Hawaii	352	1,233	1,567	1,233
PEUGEOT	1,073	4,691	3,242	4,691
PORSCHE	2,226	6,271	5,932	6,271
944	1,512	3,987	4,188	3,987
911	489	1,606	1,242	1,606
928	225	678	502	678
RENAULT	912	3,255	2,431	3,255
18i	217	338	557	338
Fuego	695	2,917	1,874	2,917
SAAB	3,294	8,415	8,839	8,415
900	981	2,234	2,408	2,234
900S	976	2,433	2,562	2,433
Turbo	1,288	3,580	3,714	3,580
Tourist	49	168	155	168
SUBARU	11,876	38,511	35,795	38,511
TOYOTA	32,906	119,145	119,019	119,145
Starlet	0	257	0	257
Corolla	7,791	33,937	30,330	33,937
Tercel	3,677	22,027	18,179	22,027
Celica	4,484	20,064	16,338	20,064
Supra	1,729	6,383	5,665	6,383
Camry	6,823	17,736	22,416	17,736
Cressida	2,433	0	9,358	8,217
Land Cruiser	51	8,217	320	401
Van	2,924	401	8,436	7,866
4Runner SR 5	554	7,866	1,789	0
MR2	2,061	0	4,504	0
Hawaii	379	2,257	1,681	2,257
Other	0	0	3	0
VOLKSWAGEN	10,757	28,176	28,834	28,176
Rabbit Convertible	1,053	2,559	2,746	2,559
Jetta	5,734	11,936	15,572	11,938
Vanagon	1,470	4,792	4,263	4,792
Quantum	920	4,064	2,959	4,064
Scirocco	1,580	4,823	3,294	4,823
VOLVO	9,808	27,238	28,880	27,238
DL	3,561	13,097	10,998	13,097
GL	856	7,328	2,510	7,328
GLT Turbo	280	2,841	1,351	2,841
DL/GL	437	966	1,542	966
740 GLE	2,290	0	6,214	0
745 GLE	195	0	226	0
745 T	192	0	223	0
740 Turbo	558	0	1,565	0
760	200	1,564	739	1,564
760 Turbo Diesel	296	874	827	874
760 GT	717	0	1,988	0
Tourist	226	568	697	568
IMPORT TOTAL	200,546	588,966	601,793	588,966

Safety suits listed in report to SEC

Chrysler unruffled by class actions

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In a filing with the Securities and Exchange Commission, Chrysler Corp. said it is not concerned about a number of class actions pending against it in safety-related matters. Nevertheless, it said it reported them to protect itself against stockholder suits.

One class suit, not certified but filed in Cuyahoga, O., seeks not less than $20 million in compensatory damages and another $50 million in punitive damages.

The suit, filed in March, 1983, is on behalf of Ohio citizens who bought 1978 and 1979 Dodge Omnis and Plymouth Horizons with alleged defects involving oil leakage and oil burning in engine assemblies made and sold to Chrysler by Volkswagen.

In August, 1983, another class action, also not certified, was filed in Sacramento on behalf of some 300,000 persons who bought Dodge Omnis and Plymouth Horizons in 1978-80.This suit involved alleged defective valve seals in VW engines used by Chrysler.

(VW is involved in administrative hearings at the FTC over alleged excessive oil consumption on 1974-79 VW engines. The problem is attributed to deteriorated oil seals.)

Chrysler is equally upbeat about penalties for failure to meet light-truck fuel-economy standards "because of offsetting fuel-economy credits from prior years and projected credits from future years."

Chrysler's main litigation appears to be with the Equal Employment Opportunity Commission (EEOC), both in Federal District Courts in Michigan and Georgia, filed in July, 1981, and in August, 1983, respectively.

EEOC charged Chrysler with age discrimination in terminating certain salaried employes between the ages of 55 and 70 pursuant to a policy of special early retirement at corporate option. Relief sought includes reinstatement, back pay and liquidated damages and an injunction to stop such practices in the future.

In September, 1982, the court denied Chrysler's move for summary judgment and granted EEOC's request and ordered reinstatement of some 40 corporate option retirees and three other retirees who contested their "voluntary" retirement.

Chrysler appealed and in March, 1983, the appeals court denied and granted in part Chrysler's appeal. Meanwhile, the Federal District Court denied EEOC's motion for summary judgment and later denied Chrysler's similar move, which Chrysler appealed to the circuit court. The suit is now in discovery.

The August, 1983, EEOC, litigation in Georgia is similar but somewhat less complicated. Chrysler filed to dismiss on grounds that EEOC did not have authority to enforce the age discrimination law and to strike the jury demand.

In April, 1984, the federal court denied Chrysler's motion, and Chrysler appealed both rulings. In October, 1984, Chrysler withdrew its appeal concerning EEOC's authority. This suit is also in discovery.

Jaguar Cars names Duncan in engineering

LEONIA, N.J.—Jagar Cars, Inc., has named J. Keith Duncan U.S. manager of engineering, replacing David B. Scholes who has completed a two-year assignment in the U.S. and will return to Jaguar's headquarters in the U.K.

The position was established to provide a direct liaison with Jaguar engineering at the factory in England. On a rotating basis, a senior Jaguar engineer serves in the U.S. for at least nine months, after which he returns to the engineering group in England.

IMPORTED CAR SALES

	April, 1985	April, 1984	4 Mos., 1985	4 Mos., 1984
Alfa Romeo	505	312	1,518	1,021
Audi	6,727	7,093	22,535	24,389
BMW	7,516	7,438	26,560	22,833
Chevrolet Spectrum	3,836	—	13,909	—
Chevrolet Sprint	1,212	—	5,267	—
Dodge Colt	1,716	2,019	9,986	11,234
Dodge Conquest	204	511	837	1,721
Dodge Vista	514	430	2,537	1,982
Honda	36,447	27,850	132,223	131,692
Isuzu	1,126	997	7,368	4,666
Jaguar	1,643	1,571	5,895	5,442
Maserati Biturbo	152	—	521	—
Mazda	10,107	11,229	54,383	51,653
Mercedes-Benz	8,046	7,097	27,932	27,681
Mercury Merkur	554	—	1,355	—
Mitsubishi	2,764	2,854	11,621	12,471
Nissan	28,661	30,357	146,569	145,473
Peugeot	1,230	1,606	4,472	6,297
Plymouth Colt	1,762	1,782	9,557	9,806
Plymouth Conquest	194	372	801	1,435
Plymouth Vista	536	424	2,549	1,831
Porsche	2,005	2,312	7,981	8,583
Renault	793	953	3,224	4,208
Saab	3,736	3,690	12,420	12,105
Subaru	13,709	11,427	49,504	49,938
Toyota	42,942	31,971	161,961	151,116
Volkswagen	11,165	9,926	39,770	38,102
Volvo	9,439	10,360	37,963	37,598
TOTAL	199,241	174,311	801,218	763,277

U.S. CAR SALES BY MARKETING UNITS

	April, 1985	April, 1984	4 Mos., 1985	4 Mos., 1984
Chevrolet	161,446	148,363	566,371	544,514
Ford	126,611	108,301	476,598	430,711
Oldsmobile	101,607	102,105	364,098	393,683
Buick	84,675	90,785	303,834	317,161
Pontiac	82,580	64,429	266,671	242,302
Mercury	50,761	43,811	183,066	173,679
Honda	50,514	40,011	188,037	172,949
Dodge	47,226	35,753	176,387	137,579
Toyota	42,942	31,971	161,961	151,116
Plymouth	36,594	28,741	148,009	113,052
Chrysler	31,727	27,968	117,346	103,371
Nissan	29,928	30,357	147,838	145,473
Cadillac	25,348	30,226	93,424	106,299
VWoA	24,477	26,450	86,130	99,156
Subaru	13,709	11,427	49,504	49,938
AMC-Renault	12,615	15,877	46,525	68,633
Lincoln	12,493	11,943	54,921	47,594
Mazda	10,107	11,229	54,383	51,653
Volvo	9,439	10,360	37,963	37,598
Mercedes-Benz	8,046	7,097	27,932	27,681
BMW	7,516	7,438	26,560	22,833
Saab	3,736	3,690	12,420	12,105
Mitsubishi	2,764	2,584	11,621	12,471
Porsche	2,005	—	7,981	—
Jaguar	1,643	1,571	5,895	5,442
Peugeot	1,230	1,606	4,472	6,297
Isuzu	1,126	997	7,368	4,666
Alfa Romeo	505	312	1,518	1,021
Maserati Biturbo	152	—	521	—
TOTAL	886,523	895,402	3,631,489	3,478,977

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest,Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

April auto sales show increase of 10 percent

Continued from Page 6

percent, Dodge was up 36.59 percent, Ford was up 18.75 percent, Mercury was up 14.60 percent and Lincoln was up 4.61 percent.

Chevrolet and Pontiac were the only GM makes to surpass year-ago sales, Chevrolet up 5.42 percent and Pontiac exploding 28.17 percent. Buick dropped 6.73 percent, Cadillac was down 16.14 percent and Oldsmobile was down 0.49 percent.

AMC Eagle sales were off 41.14 percent, Renault Alliance/Encore was down 18.67 percent, VW dropped 7.50 percent while Honda was up 15.67 percent. Nissan had no year-ago comparison figure.

The April import sales total included a 30.87-percent increase for Honda imports and a climb of 34.32 percent for Toyota. Nissan imports were down 5.59 percent, Mazda was off 9.99 percent and Subaru was up 19.97 percent.

BMW was up 1.05 percent for the month, Audi was down 5.16 percent, Jaguar was up 4.58 percent, Porsche dropped 13.28 percent, Saab was up 1.25 percent, VW tumbled 12.48 percent and Volvo missed its year-ago total by 8.89 percent.

Third-period domestic sales in April were up 1.48 percent, to 282,653 from 278,540. With eight selling days in the period both years, the daily rate likewise was up 1.48 percent, to 35,332 from 34,818. It was the second strongest selling rate of the calendar year, surpassed only by the 35,905 average racked up Feb. 21-28.

For the period, GM was down 0.64 percent and earned 57.71 percent of the market. Ford sales dropped 11.26 percent and claimed 20.03 percent of the total. Chrysler was up 28.81 percent for 15.52 percent of the market. AMC slipped 3.87 percent in numbers and held 1.91 percent of the market.

DOMESTIC CAR SALES

	Apr. 21 to Apr. 30, 1985	Same Period, 1984	April 1985	Same Month 1984	Jan. 1 to Apr. 30, 1985	Same Period, 1984
Alliance	0	0	6,581	7,706	24,009	33,669
Encore	0	0	4,414	5,506	15,094	23,426
Total Renault	0	0	10,995	13,214	39,103	57,095
Spirit	0	0	0	0	0	0
Concord	0	0	0	0	0	0
Eagle	0	0	827	1,710	4,198	7,330
Total AMC	0	0	827	1,710	4,198	7,330
AMERICAN MOTORS	5,397	5,614	11,822	14,924	43,301	64,425
Horizon	2,919	2,598	6,347	6,764	38,480	27,700
Turismo	2,016	1,869	5,739	4,467	23,551	15,372
Reliant	6,564	4,468	16,142	12,964	52,550	51,924
Caravelle	1,557	0	3,716	0	13,165	0
Plymouth	691	757	2,158	1,968	7,356	4,984
Total Plymouth	13,747	9,692	36,102	26,163	135,102	99,980
Laser	2,912	2,024	6,447	4,847	22,227	18,116
LeBaron K	2,732	3,674	7,995	8,931	30,386	32,081
Lebaron GTS	2,554	0	5,072	0	15,774	0
Cordoba	0	0	0	0	0	136
Fifth Avenue	2,703	2,717	7,730	7,009	30,641	24,381
E-Class	1,579	996	4,483	2,817	18,318	10,996
New Yorker	0	1,707	0	4,304	0	17,661
Total Chrysler	12,480	11,120	31,727	27,968	117,346	103,371
Total Imperial	0	0	0	0	0	0
Omni	2,788	2,485	7,407	6,084	31,806	23,412
Charger	2,312	2,158	6,498	5,064	25,440	17,883
Daytona	2,730	1,732	6,056	4,360	20,526	15,527
Aries	4,981	3,389	12,791	8,953	41,596	39,167
Lancer	1,698	0	3,301	0	11,411	0
Dodge 400-600	0	1,004	0	2,273	3,012	7,819
Diplomat	1,328	868	3,751	2,517	12,689	6,459
Mirada	0	0	0	0	0	262
Dodge 600	1,807	1,611	4,988	3,542	16,547	12,093
Total Dodge	17,644	13,247	44,792	32,793	163,027	122,642
CHRYSLER CORP.	43,871	34,059	112,621	86,924	415,475	325,993
EXP	602	1,070	2,313	2,684	10,991	8,727
Escort	9,668	11,135	27,536	29,050	112,560	115,139
Mustang	4,894	4,297	15,462	10,371	55,545	44,487
Tempo	6,081	6,917	30,020	18,484	122,301	84,535
Fairmont	0	0	0	0	0	0
Granada	0	0	0	0	0	0
Thunderbird	5,751	5,221	16,256	13,198	52,280	54,927
LTD	6,254	8,282	20,381	16,316	67,912	67,054
Crown Victoria	5,613	6,218	16,643	16,198	55,009	55,842
Total Ford Division	38,953	43,140	128,611	106,301	476,596	430,711
LN7	0	0	0	0	0	0
Lynx	1,907	2,109	5,945	5,363	23,359	22,295
Topaz	2,106	2,474	9,211	5,732	33,759	24,710
Zephyr	0	0	0	0	0	0
Cougar 82'	0	0	0	0	5,820	0
Cougar	3,826	4,196	11,989	10,551	34,586	39,419
Capri	470	564	1,406	1,288	5,546	6,879
Marquis	2,949	3,462	9,117	8,634	32,614	33,609
Grand Marquis	3,937	4,718	12,539	12,243	46,047	46,767
Total Mercury	15,195	17,523	50,207	43,811	181,731	173,679
Continental	594	706	1,899	1,709	11,327	7,316
Lincoln	3,126	3,334	9,337	7,732	36,667	26,810
Mark VII	439	999	1,257	2,502	6,927	13,468
Total Lincoln	4,159	5,039	12,493	11,943	54,921	47,594
Total L-M Division	19,354	22,562	62,700	55,754	236,652	221,273
FORD MOTOR COMPANY	58,307	65,702	191,311	164,055	713,250	651,984
Skyhawk	4,727	4,790	12,307	12,201	34,907	37,574
Skylark	4,671	3,966	10,849	10,922	39,696	34,967
Somerset Regal	4,015	0	9,092	0	31,993	(0)
Century	8,120	8,445	19,346	21,510	70,677	73,500
Regal	3,707	7,308	8,569	17,649	34,699	68,850
Lesabre	5,384	5,216	13,623	14,025	51,273	55,056
Electra	2,758	3,221	6,627	9,480	23,032	28,240
Riviera	1,721	1,840	4,262	4,998	17,567	18,954
Total Buick	35,103	34,786	84,675	90,785	303,834	317,161
Cimarron	1,277	529	3,301	1,326	8,275	6,175
Seville	979	1,122	2,541	3,133	9,586	12,089
Cadillac	5,123	6,961	14,206	20,052	55,221	65,230
Eldorado	1,968	2,117	5,300	5,715	20,342	22,805
Total Cadillac	9,347	10,729	25,348	30,226	93,424	106,299
Chevette	3,311	5,755	9,174	15,004	43,792	65,356
Cavalier	20,015	13,563	56,816	35,102	160,209	119,951
Citation	2,228	3,860	6,502	10,051	26,080	36,496
Camaro	6,342	7,414	18,136	18,344	69,332	66,776
Celebrity	11,155	11,217	29,971	30,645	110,658	109,659
Malibu	0	33	0	99	0	775
Monte Carlo	3,749	4,680	11,171	12,749	39,048	49,037
Chevrolet	7,362	8,897	20,810	23,878	84,690	86,418
Corvette	1,318	864	3,818	2,491	13,386	10,044
Total Chevrolet	55,480	56,303	156,398	148,363	547,195	544,514
Firenza	2,872	1,958	8,283	5,222	23,192	19,733
Omega	0	1,637	0	4,674	0	15,718
Calais	3,790	0	11,356	0	38,404	0
Cutlass Ciera	9,695	8,416	30,630	23,744	109,952	88,411
Cutlass Supreme	6,185	12,013	19,781	33,708	73,230	130,821
Olds 88	6,072	8,735	19,258	25,353	71,586	92,349
Olds 98	2,978	1,854	9,225	5,932	35,481	33,204
Toronado	966	1,220	3,094	3,472	12,232	13,447
Total Oldsmobile	32,558	35,833	101,607	102,105	364,087	393,683
Fiero	5,015	3,655	13,008	9,634	37,239	38,685
1000	717	951	1,742	2,385	7,502	9,294
Sunbird	5,713	4,639	14,950	11,092	41,910	39,297
Phoenix	0	562	0	1,353	896	4,827
Firebird	3,802	3,697	10,504	9,389	34,691	35,000
Grand Am	3,552	0	10,654	0	36,703	0
6000	5,454	5,376	15,387	12,018	48,758	44,823
Bonneville	1,767	2,549	4,706	6,339	17,983	25,395
Grd Prix	1,872	2,972	5,066	7,372	19,061	26,991
Parisienne	2,733	1,919	6,543	4,847	21,908	17,990
Total Pontiac	30,625	26,520	82,580	64,429	266,671	242,302
GENERAL MOTORS	163,113	164,171	450,608	435,908	1,575,211	1,603,959
VOLKWAGEN	3,176	3,247	6,585	7,119	25,825	28,082
HONDA	7,522	5,747	14,057	12,161	55,814	41,257
NISSAN	1,267	0	1,267	0	1,267	0
DOMESTIC TOTAL	282,653	278,540	788,281	721,091	2,830,143	2,715,700
IMPORT TOTAL	—	—	199,241	174,311	801,218	763,277
INDUSTRY TOTAL	—	—	987,522	895,402	3,631,489	3,478,977

VW missed its previous year's total by 2.19 percent, earning 1.12 percent of the market. Honda was up 30.89 percent for a 2.66 percent share and Nissan's 1,267 sales represented 0.45 percent of the total.

Saab honored

ORANGE, Conn.—The Saab 900 Turbo 16 has been named the Sports Sedan of 1985 by the Automotive Journalists Assn. of Canada.

factories list auction dates

American Motors

May 14—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 15—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

Used Car Sales
Auction Averages

May to date	$5,263
Month ago	$4,843
Year ago	$5,695

May 16—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

May 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 22—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 23—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

Chrysler Corp.

May 14—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 15—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 16—Clanton's Auto Auction, Darlington, S.C., and Evansville Auto Auction, Evansville, Ind., and Aptco Auto Auction (special wreck sale), Taylor, Mich.

May 17—Concord Auto Auction, Acton, Mass.; Cincinnati Auto Auction, Cincinnati, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 21—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Model Breakdown
Auction Averages

	MAY 1985	APR. 1985	MAR. 1985
1985	$12,490	$11,744	$12,924
1984	$8,874	$8,522	$9,046
1983	$6,384	$6,464	$6,028
1982	$5,594	$5,228	$5,332
1981	$4,534	$4,003	$4,544
1980	$3,323	$3,511	$3,474
1979	$2,623	$2,622	$2,909
1978	$1,992	$1,938	$1,578
Overall Average	$5,263	$4,961	$4,928

May 22—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; Southwest Auto Auction (mini), Phoenix, and South Seattle Auto Auction, Kent, Wash.

May 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

May 28—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 29—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

May 15—Indianapolis Auto Auction, Indianapolis; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

May 16—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 14—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

May 15—Clanton's Auto Auction, Darlington, S.C.

May 16—Indianapolis Auto Auction, Indianapolis, and Big H Auto Auction, Houston.

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Colvin adds Olds

Jim R. Colvin signs an Oldsmobile dealer agreement for Jim Colvin Pontiac-Oldsmobile-GMC Truck, Inc., Sweetwater, Tex. Witnessing is Cleo E. Swartz, assistant manager of Oldsmobile's Dallas zone.

Auto workforce cut 46 pct. in Mexico since '81

MEXICO CITY.—The labor force in the Mexican auto industry has been cut by nearly half in the past four years, according to a study by Jose Othon Quiroz, researcher at Metropolitan University.

In 1981, the industry employed 66,080 workers at 11 assembly plants. In 1982 and 1983, the economic crisis and retooling in the industry resulted in the layoff of 17,405 workers or 26.34 percent of the peak employment level, Quiroz said.

In 1984, 13,000 more workers were layed off.

While all indicators point to an upswing in the industry this year and next, it will be difficult to restore the employment peak of four years ago, Quiroz said.

Nevertheless, productivity margins have improved, Quiroz reported.

In concentrating on increasing exports, the industry has the advantages of lower wages and proximity to the U.S., Quiroz said.

used-car auction directory

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May 16	Todd Auto Auction Telford, PA 412/722-3122	Evansville Auto Auction Evansville, IN 812/425-4576
May 21	Aptco Auto Auction Taylor, MI 313/285-7300	High Point Auto Auction High Point, NC 919/886-7091

*Registered Buyers Only

L.A. museum gets torch car

Craig Black, left, director of the Los Angeles Natural History Museum, receives the keys to one of the nine 1984 Buick Rivieras specially designed and engineered to accompany the 84-day cross-country Olympic Torch Run from Michael S. Hadden, assistant manager of Buick's Los Angeles zone. The car will be on permanent display at the museum.

Obituaries

William M. O'Brien, 67; retired Chrysler VP

William M. O'Brien, former Chrysler vice president for employe and industrial relations and top labor negotiator, died with his wife May 8 in an early-morning fire in their home in Grosse Pointe, Farms, Mich. He was 67.

Mr. O'Brien, who retired in 1980, joined Chrysler in 1958. He was elected a vice president in 1963 and sat across the bargaining table from the UAW in six national contract negotiations.

William M. O'Brien

UAW Vice President Marc Stepp, head of the union's Chrysler Department, said Mr. O'Brien was "very fair and honorable."

Mr. O'Brien, who went head-to-head with three former UAW presidents—the late Walter Reuther, Leonard Woodcock and Douglas Fraser—was well-liked and respected by company and union officials as well as by the reporters who covered the labor beat.

He received his A.B. and J.D. degrees from Loyola University. His professional career was varied. He played professional basketball for the old Chicago Bruins, was an FBI special agent and worked in Ford Motor Co.'s industrial relations department before joining Chrysler.

George H. Thatcher

SARASOTA, Fla.—George H. Thatcher, a retired auto dealer, died here April 22. Mr. Thatcher was a former partner in Jarvis Motor Sales (Ford) in Detroit as well as in Thatcher and McHugh (Packard). He retired in 1961.

EPA finds high failure rate for auto emission controls

Continued from Page 1

the cost can be substantial to a manufacturer.

Thus far, EPA has not decided whether to order a recall of the troublesome 1981-1982 models. "We're still trying to decide the cutoff point," said an EPA source. But when the order does come, the domestic makers will bear the brunt of it.

Deemer takes sales post with division of Bendix

BIRMINGHAM, Mich.—Jay C. Deemer, formerly with Rockwell International, has been appointed a general sales manager for the Bendix Chassis & Brake Components Division. He succeeds John J. D'haenens, who was promoted to director of product planning and program management for BCBCD in South Bend.

In his new position, Deemer will be responsible for passenger-car and light-truck foundation brakes and steering products for Volkswagen of America, American Motors, Chrysler Corp., General Motors and all North American Japanese automotive manufacturers.

EPA studies indicate, without naming names, that for the 1981 model year, the best HC compliance figure for a U.S. maker was 61 percent and the worst was 27 percent, while the Japanese and European makers ran from a low of 68 percent to a high of 95 percent.

When the compliance rate was 40 percent in the 1977-78 period, EPA ordered more than 8 million cars recalled. Recalls for the current HC problem will also run well into the millions.

Adding to EPA's woes in the emissions area are new findings by the agency that its efforts to control evaporative emissions from automobiles have largely proven to be a bust, with only about one-third of both the 1981 and 1982 models complying with its 2 grams per test requirement.

EPA researchers believe changes in the volatility of fuels may be partly at fault but that poor design is likely to be the main cause.

"We don't know what we're going to do about that one yet," EPA sources said.

Days' supply of cars lowest since November

Continued from Page 1

and Escort, 79 each; Pontiac 1000, 67; Golf, 61; Laser, 41; Daytona and Omni, 34 each; Charger, 33; Turismo, 29; Fiero and Horizon, 28 each; domestic Sentras, 25, and domestic Accords, 13.

There also were less than 3,000 Chevrolet Novas, the joint-venture car built by New United Motor Mfg., Inc., in stock but no sales yet, so there is no way to judge its days' supply.

The days' supplies of compacts: Eagle, 181; LeBaron, 85; Capri, 76; Camaro, 70; Aries, 50; Firebird, 50; Reliant, 44; Firenza, 34; Mustang, 34; Cimarron, 30; 2000 Sunbird, 28; Skyhawk, 24; Cavalier and Tempo, 21 each, and Topaz, 20.

Intermediates: Lancer, 114; E-Class and New Yorker, 106; LeBaron GTS, 81; Dodge 600, 80; Marquis, 76; Citation and Thunderbird, 73 each; Grand Prix, 72; Bonneville, 68; Calais, 66; Caravelle and LTD, 64 each; Regal, 63; Monte Carlo, 62; Cougar, 57; Celebrity, 42; Pontiac 6000, 40; Century, 38; Cutlass Supreme, 37; Skylark, 34; Cutlass Ciera, 31, and Grand Am, 17.

Standards: Grand Marquis, 79; Crown Victoria, 78; Chevrolet, 77; Diplomat and Parisienne, 63; Olds 88, 52; Plymouth, 51, and LeSabre, 43.

Luxury: Seville, 102; Fifth Avenue, 95; Mark VII, 93; Toronado, 91; Eldorado, 89; Continental, 83; Cadillac, 77; Olds 98, 72; Riviera, 71; Electra, 61; Lincoln, 53, and Corvette, 52.

NHTSA probes belt retractors on Escort, Lynx

WASHINGTON.—NHTSA has started an engineering analysis of rear seat belt retractors in 1982-84 Ford Escort/Lynx models.

The alleged problem could cause twisting and binding of the belts, but there is some evidence that instead of the potential of 1.1 million vehicles involved, the 1984 models may have a redesigned belt retractor and that would cut the number in half.

Ford has the matter under advisement. The Center for Auto Safety gave NHTSA an internal Ford document showing that Ford knew of the "twisting and binding" problem in November, 1983, and that it was a "consumer and warranty concern."

In a March 25 letter to Ford, the center said that the number of warranty claims dropped from 1,677 on the 1983 models to 129 on the 1984 models. The center said this was clearly a result of design change. CAS also cited consumer complaints of trouble in obtaining new belts.

CAFE issue splits industry; not all makers want cut

Continued from Page 4

bility suits, consumer action groups and FTC action, all involving complaints about the GM diesel engine, had more to do with its acceptance and continuation than "changed energy circumstances.")

It is true, however, that consumers did start to prefer gasoline engines over diesels even when they functioned well. Mercedes-Benz of North America, for example, had counted on higher sales of diesel models, and at one point 80 percent of its U.S. sales were diesels.

MBNA endorsed the rollback for 1986 and later models but said in its filing in the docket that if market projections for diesels had really occurred, it would not be having problems with CAFE compliance.

The other major impact described by MBNA concerned gray-market cars.

When NHTSA changed its rule to allow a flood of gray-market vehicles, MBNA, starting with 1984 models, began importing cars with larger, less-fuel-efficient engines. Those cars caused a further reduction in MBNA's CAFE by some two to three MPG.

MBNA argued that since NHTSA allowed this influx of gray-market Mercedes, NHTSA should recognize this and reduce CAFE to 26 MPG.

MBNA said its diesel-to-gasoline sales ratio has shifted from 79 percent diesel vehicles and 21 percent gasoline vehicles in 1982 to 41 percent diesel vehicles and 59 percent gasoline vehicles projected for 1985.

Volvo of America said it made engine and drivetrain improvements, introduced diesel-powered cars and reduced road loads to raise its CAFE from 21.0 MPG in the 1979 model year to its projected 1985 level of 26.4 MPG, which is 1.1 MPG short of the standard. Its best estimate for 1986 is 26.5 MPG.

Saab-Scania, also a limited-line maker, said its projections from the 1986 through 1990 model years show there is no year in which it can reasonably expect to meet 27.5 MPG.

The AIA filing on behalf of its member companies wants the rollback to 26 MPG because to do otherwise would restrict consumer choice and because there would be only a minimal effect on oil consumption.

The big players in the CAFE rollback petition at NHTSA—and, undoubtedly, the big ones at the Senate hearing tomorrow (May 14)—are GM and Ford, whose fines could run to hundreds of millions of dollars.

Both have filed numerous documents, much of which is confidential since future product plans are involved. Both have met with NHTSA officials. Both have been asked to explain why their earlier predictions of capability to meet 27.5 MPG were not met.

In addition, since both were formal petitioners, GM and Ford have been asked for specific data. This includes:

The impact, if any, of the Japanese VRA; the impact of a standard lower than 27.5 MPG but not as low as 26 MPG; description of any changes in product plans during the past three years to raise CAFE level and a quantified evaluation of the success or failure of those programs; full descriptions of marketing and pricing actions taken to tilt the market over the past three years to achieve CAFE compliance, and a quantitative analysis for the belief that a rollback is needed.

NEW-CAR STOCKS

	May 1, 1985	April 1, 1985	May 1, 1984
Alliance	89	103	87
Encore	93	103	88
Spirit	0	0	0
Concord	0	0	0
Eagle	181	179	87
AMERICAN MOTORS	97	109	87
Horizon	28	25	48
Turismo	29	28	61
Reliant	44	56	66
Caravelle	64	74	0
Plymouth	51	58	21
Total Plymouth	41	44	57
Laser	41	44	76
LeBaron K	85	80	80
Lebaron GTS	81	71	0
Cordoba	0	0	0
Fifth Avenue	95	83	72
E-Class	106	85	85
New Yorker	0	0	0
Total Chrysler	81	73	72
Omni	34	30	51
Charger	33	35	64
Daytona	34	40	76
Aries	50	68	81
Lancer	114	87	0
Dodge 400-600	0	0	0
Diplomat	63	69	132
Mirada	0	0	0
Dodge 600	80	74	89
Total Dodge	52	53	67
CHRYSLER CORP.	56	56	66
EXP	79	83	51
Escort	79	69	59
Mustang	34	42	63
Tempo	21	18	85
Fairmont	0	0	0
Granada	0	0	0
Thunderbird	73	86	78
LTD	64	66	46
Crown Victoria	78	95	54
Ford Division	57	53	63
LN7	0	0	0
Lynx	94	94	83
Topaz	20	24	92
Zephyr	0	0	0
Cougar 82'	0	0	0
Cougar	57	69	59
Capri	76	78	103
Marquis	76	73	39
Grand Marquis	79	83	50
Total Mercury	64	66	61
Continental	83	46	94
Lincoln	53	49	25
Mark VII	93	66	94
Total Lincoln	12	50	48
FORD MOTOR	59	56	61
Skyhawk	24	44	68
Skylark	34	42	49
Somerset Regal	66	68	0
Century	38	35	33
Regal	63	57	54
Lesabre	43	49	36
Electra	61	52	35
Riviera	71	61	45
Total Buick	45	48	45
Cimarron	30	50	124
Seville	102	92	43
Cadillac	77	67	33
Eldorado	89	83	47
Total Cadillac	76	71	40
Chevette	80	61	69
Nova	0	0	0
Cavalier	21	40	45
Citation	73	70	47
Camaro	70	68	68
Celebrity	42	38	42
Malibu	0	0	52
Monte Carlo	62	56	68
Chevrolet	77	79	57
Corvette	52	50	51
Total Chevrolet	48	54	54
Firenza	34	65	84
Omega	0	0	50
Calais	66	68	0
Cutlass Ciera	31	31	31
Cutlass Supreme	37	37	37
Olds 88	52	53	31
Olds 98	72	59	35
Toronado	91	97	61
Total Oldsmobile	46	47	38
Fiero	28	36	12
1000	67	59	75
Sunbird	28	50	67
Phoenix	0	0	72
Firebird	50	54	52
Grand Am	17	19	0
6000	40	45	40
Bonneville	68	60	72
Grand Prix	72	67	71
Parisienne	63	64	70
Total Pontiac	40	47	53
GENERAL MOTORS	47	51	47
VOLKSWAGEN	61	55	97
HONDA	13	3	13
NISSAN	25	0	0
DOMESTIC TOTAL	52	53	53
Subcompact	54	49	59
Compact	36	42	66
Intermediate	51	53	48
Standard	66	72	48
Luxury	75	85	44

Month's total reaches 757,116

April car output highest since '78

By Louise Kertesz
Detroit Reporter

April's output of 757,116 cars by domestic auto makers was the highest total for the month since 1978 when 875,652 cars were assembled.

The April figure was 1.48 percent better than March's 746,090 and was up 12.63 percent from the year-ago month's 672,200.

The manufacturers planned to build 178,607 cars last week, 1.66 percent less than the previous week's 181,614 and 4.34 percent more than the year-ago week's 171,170.

Year-to-date, 3,228,572 cars have been assembled, 2.17 percent more than the 3,159,849 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 58.19 percent; Ford Motor Co., 21.27 percent; Chrysler Corp., 16.85 percent; Honda of America Mfg. Co., 1.76 percent; Volkswagen of America, 1.32 percent; Nissan Motor Mfg. Co., U.S.A., 0.36 percent, and New United Motor Mfg. Co., 0.25 percent.

Ford's Atlanta plant, which produced the Ford LTD and Mercury Marquis, closed Friday (May 10) for conversion to the new Taurus and Sable. The closing idles some 2,000 employes.

The AMC plant in Kenosha was idle last week for inventory adjustment.

General Motors scheduled two overtime shifts Saturday (May 11) at its plants in Detroit; Fairfax, Kans.; Lakewood, Ga.; Pontiac (G-Line); Wilmington, Del.; Janesville, Wis., and Lordstown, O.

Ford has scheduled daily overtime this week (May 13) at its plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler has slated two nine-hour daily shifts this week at its plants in Belvidere, Ill; Newark, Del., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to work two 8½-hour daily shifts this week.

Strikes in Sweden peril output at Volvo and Saab

STOCKHOLM.—With scattered strikes disturbing Swedish industry, this may be a critical week for maintaining production, both Volvo and Saab-Scania reported.

The strikes involve selected groups of state employes, such as certain air traffic controllers, customs officers and railway employes. Beginning May 2, this tended to paralyze airports, railroad freight and some harbors.

So far, Sweden's export industry managed to keep production and deliveries running by using outlets still open, but the week starting today (May 13) will be critical.

Saab and Volvo may run into trouble because the supply of imported German electronic equipment is running short. This includes fuel-injection equipment used for all cars destined for the U.S. market. Volvo also has a problem getting transmission parts from England.

Should the strike be prolonged, Volvo is prepared to build unfinished cars and stock them, as it did during the 1984 West German Metalworkers' strike.

Saab plans to increase production of carburetor-equipped cars.

In the long run, Volvo production could also be affected by railway transport problems. It could transport body panels from the Olofstrom press works in Southeast Sweden and assembled car bodies from Gothenburg to the Kalmar plant by road, but this would severely limit production.

Both Volvo and Saab have started shipping spare parts for the U.S. market via Oslo, Norway, by boat and air. Neither is having any shipping problem there, although speed and cost are hurt.

Export of cars also is still possible via shipping ports not blocked by the strike.

The strike involves a small extra wage compensation, more or less promised in a two-year, 1984 agreement but now frozen by the government as part of its inflation-fighting program.

CANADIAN CAR PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
AMERICAN MOTORS	400	610	368	910	9,329	4,266
FORD MOTOR	11,328	10,552	10,812	41,922	160,580	186,577
GENERAL MOTORS	14,464	13,610	12,566	51,786	250,250	185,099
VOLVO	225	225	225	945	4,145	4,089
Total Cars, Canada	26,417	24,997	23,971	95,563	424,304	380,031

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
CHEVROLET	28,771	19,867	25,118	101,624	370,748	436,272
DODGE	4,600	4,148	4,616	19,279	77,779	77,826
FORD	26,236	25,852	25,760	110,104	450,438	451,726
GMC	8,901	6,512	8,415	32,131	120,091	132,151
INTERNATIONAL	1,980	1,587	1,761	7,310	27,840	30,353
JEEP	4,350	3,848	4,435	16,205	70,811	74,345
NISSAN	1,270	1,868	1,335	5,997	35,134	38,804
AM GENERAL	50	50	50	210	990	920
MISCELLANEOUS	1,739	1,000	1,739	7,232	19,600	34,194
Total Trucks, U.S.	77,577	64,732	73,229	300,092	1,173,431	1,276,591

CANADIAN TRUCK PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
CHRYSLER	8,760	6,456	8,889	35,678	136,147	157,090
FORD	3,648	3,422	3,609	15,472	61,351	65,709
GENERAL MOTORS	6,248	6,348	6,309	25,360	117,359	110,082
INTERNATIONAL	265	172	270	1,079	2,703	4,513
Total Trucks, Canada	18,921	16,398	19,077	77,589	317,560	337,394
N. American Trucks	96,498	81,130	92,306	377,681	1,490,991	1,613,985

—Also includes window van production. *—Estimated.
‡Also includes commercial cars. Ford General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production is highest since May week in '79

U.S. truck makers targeted production of 77,577 units last week, the best weekly output since the week ended May 19, 1979, when 81,851 trucks were assembled.

Last week's scheduled output was up 5.94 percent from the previous week's 73,229, which marked the fourth consecutive week of the highest production levels since June, 1979.

Last week's production was 19.84 percent better than the year-ago week's 64,732.

So far this year, 1,276,591 trucks have been built, 8.79 percent more than the 1,173,431 assembled last year at this point.

April production of 300,092 trucks was up 1.90 percent from March's 294,486, 14.91 percent better than the year-ago month's 261,162 and the highest April production since 1978, when 315,994 trucks were built.

General Motors scheduled two overtime shifts Saturday (May 11) at the following plants: Pontiac (No. 2, Line 5 and No. 5); Shreveport, La.; Flint (Nos. 1 and 2); Baltimore; Janesville, Wis., and Lordstown, O.

GM's Detroit plant worked one shift Saturday.

Ford Motor Co. scheduled daily overtime this week (May 13) at the following plants: Twin Cities; Wayne, Mich.; Kansas City; Norfolk; Lorain, O., and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week.

Week's output in Canada climbs to 26,417 cars

Targeting production of 26,417 cars last week, Canadian makers again planned their highest production since the week ended May 14, 1983, when 27,994 cars were built.

Last week's output was 10.[illegible]0 percent better than the previous week's 23,971, which fell some 2,000 units short of a targeted two-year high.

So far this year, 380,031 cars have been assembled, 10.43 percent less than the 424,304 built last year at this point.

April output of 95,563 cars was up 18.91 percent from March's 80,367 but was down a bit (1.50 percent) from last April's 97,020.

Scheduled production of 18,921 trucks last week was about the same (down 0.82 percent) as the previous week's 19,077 but was 15.39 percent better than the year-ago week's 16,398.

Year-to-date, 337,394 trucks have been assembled, 6.25 percent more than the 317,560 finished last year at this time.

April's build of 77,589 trucks—the best April production ever—was about even with (down 0.67 percent) March's 78,110 and was 10.24 percent better than last April's 70,381.

Chrysler's Windsor (Ont.) plant scheduled production of 2,586 Plymouth Voyagers, 2,916 Dodge Caravans and 606 Mini Ram Vans last week, bringing the T-115 total for the year to 108,391.

U.S. CAR PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
AMERICAN MOTORS	0	4,806	3,728	8,730	73,858	36,491
Renault Total	0	4,806	3,728	8,730	73,858	36,491
Alliance	0	2,751	2,415	5,485	39,984	21,878
Encore	0	2,055	1,313	3,245	33,874	14,613
CHRYSLER CORP.	30,100	28,749	32,065	126,988	498,383	514,465
Plymouth Total	8,750	8,238	9,341	36,245	148,368	150,445
Horizon	3,100	3,335	3,884	14,004	60,877	53,400
Reliant	3,900	4,030	4,019	18,105	76,716	68,361
Caravelle	1,400	237	1,038	4,444	3,546	21,548
Gran Fury	350	636	400	1,692	7,229	7,136
Chrysler Total	9,900	10,124	10,194	39,814	165,960	169,502
LeBaron	1,900	3,141	2,004	8,651	49,612	41,883
LeBaron GTS	2,500	0	2,603	10,184	0	34,992
Laser	1,400	1,928	1,615	5,061	30,305	20,254
New Yorker/E-Class	1,600	2,771	1,586	6,539	41,867	27,973
Fifth Avenue	2,500	2,284	2,386	9,379	44,176	44,400
Dodge Total	11,450	10,387	12,530	50,929	184,055	194,518
Omni	3,000	2,547	3,442	14,207	55,473	55,561
Aries	3,300	3,506	3,679	14,908	60,812	54,395
Daytona	1,300	1,220	1,347	4,088	23,187	17,829
Dodge 600	1,400	1,928	1,498	5,991	32,088	27,498
Lancer	1,800	0	1,771	7,802	0	26,237
Diplomat	650	1,186	793	3,933	12,495	12,998
FORD MOTOR	37,992	39,415	37,735	153,675	668,314	667,921
Ford Division	25,455	25,876	26,670	103,240	437,738	443,569
Escort	7,650	7,688	7,853	29,987	135,445	117,766
Mustang	4,199	3,098	4,383	14,143	49,380	67,609
LTD	5,713	4,158	6,460	25,725	86,910	95,258
Thunderbird	3,910	3,638	3,556	16,032	61,611	80,237
Crown Victoria	0	1,592	0	0	30,735	7,122
EXP	0	552	0	0	12,338	3,836
Tempo	3,983	5,150	4,418	17,353	61,319	71,739
L-M Division	12,537	13,539	11,065	50,435	230,576	224,352
Mercury Total	9,622	9,402	8,121	36,033	166,552	161,342
Lynx	1,760	1,191	1,324	6,549	27,033	27,761
Capri	231	560	413	1,310	7,162	7,187
Marquis	3,317	2,773	3,020	12,491	41,575	46,996
Cougar	3,147	1,963	2,633	11,395	38,511	52,493
Grand Marquis	0	2,028	0	0	35,406	4,733
Topaz	1,167	887	731	4,288	16,865	22,172
Lincoln Total	2,915	4,137	2,944	14,402	64,024	63,010
Continental	528	1,092	532	2,615	13,130	11,417
Lincoln	2,065	2,588	2,065	10,203	36,843	44,632
Mark VI/VII	322	457	327	1,584	14,051	6,961
GENERAL MOTORS	103,930	92,762	101,607	439,547	1,828,733	1,904,740
Buick Total	22,262	19,812	23,238	97,039	390,355	379,247
Skylark	0	2,099	1,669	10,190	36,885	40,953
Skyhawk	2,440	2,924	2,775	9,267	62,552	40,664
Somerset Regal	2,765	0	2,619	10,790	0	48,105
Century	6,779	4,127	7,000	26,333	85,655	92,442
Regal	3,547	4,769	2,984	11,699	86,241	43,633
LeSabre/Electra(rwd)	3,190	3,552	2,747	13,921	87,523	52,973
Riviera	1,450	971	1,422	5,675	20,940	24,730
Electra(fwd)	2,091	1,370	2,022	9,164	10,559	35,747
Cadillac Total	7,160	5,933	7,005	31,067	129,565	142,500
Cimarron	637	279	481	2,237	7,597	10,930
Seville	647	961	710	3,434	16,092	15,801
Eldorado	1,270	1,821	1,357	6,420	29,796	29,318
Cadillac (rwd)	1,350	1,567	1,119	5,133	64,855	21,271
DeVille (fwd)	3,256	1,305	3,338	13,843	11,225	65,180
Chevrolet Total	34,241	33,253	33,935	144,960	629,551	662,486
Chevette	3,621	5,840	2,853	13,804	90,680	60,472
Cavalier	11,007	8,400	10,370	42,080	157,772	186,439
Celebrity	5,143	5,720	6,199	25,027	114,128	110,583
Camaro	4,997	5,539	5,020	20,535	99,724	88,235
Citation	0	2,290	1,215	6,813	42,237	28,697
Malibu/El Camino	0	931	0	0	13,501	0
Monte Carlo	2,660	1,063	2,890	14,905	53,252	60,161
Chevrolet	5,813	2,858	4,457	17,831	45,538	111,474
Corvette	1,000	612	931	3,965	12,719	16,425
Oldsmobile Total	24,859	22,707	25,057	107,545	456,965	476,757
Omega	0	938	0	0	20,389	0
Firenza	1,025	1,845	1,429	6,160	29,769	28,026
Cutlass Supreme	5,432	4,836	4,816	19,846	129,191	81,877
Cutlass Ciera	6,775	5,677	7,356	29,668	105,394	143,696
88/96 (rwd)	4,655	6,838	4,281	22,216	145,132	90,712
Olds 98 (fwd)	2,864	1,532	2,940	12,808	11,425	54,645
Calais	3,475	0	3,616	13,635	0	61,181
Toronado	633	1,041	619	3,212	17,665	16,620
Pontiac Total	15,408	11,057	12,372	58,936	220,297	243,750
Acadian**	0	471	227	956	8,442	5,292
2000 Sunbird	3,268	3,198	2,759	11,757	56,163	51,864
1000	531	1,246	368	1,896	17,821	11,424
Firebird	2,635	2,225	2,114	11,246	42,184	46,372
Phoenix	0	864	0	0	7,360	0
6000	1,525	0	1,139	5,520	0	14,298
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,689	320	1,112	5,270	11,916	25,549
Fiero	2,400	2,733	1,917	11,550	46,678	42,344
Grand Am	3,360	0	2,736	10,741	0	46,607
HONDA	3,140	2,867	3,305	13,503	46,494	60,853
NISSAN	640	0	633	1,910	0	3,325
NUMMI (Nova)*	455	0	455	2,369	0	3,515
VOLKSWAGEN	2,350	2,571	2,096	8,394	44,067	37,262
Total Cars, U.S.	178,607	171,170	181,624	757,116	3,159,849	3,228,572
Total Cars, Canada	26,417	24,997	23,971	95,563	424,304	380,031
N. American Cars	205,024	196,167	205,595	852,679	3,584,153	3,608,603
N. American Trucks	96,498	81,130	92,306	377,681	1,490,991	1,613,985
North American Cars and Trucks	301,522	277,297	297,901	1,230,360	5,075,144	5,222,588

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Promotion for Madden

TROY, Mich.—Chrysler Financial Corp. has named James J. Madden Jr. executive vice president, Marketing and Operations Staff. He has been vice president of the Marketing and Operations staff since 1980.

C2700-1

Automotive News

May 20, 1985

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60th year—$45 per year, $1.00 per copy

Inventory is 34 days; Japanese pinch eases

Imported-car supply highest in 2 years

By Kathleen Hamilton
Assistant Managing Editor

The shortage of Japanese cars abated a bit last month, and European car makers shipped more cars to the U.S. for the spring selling rush. The result: The May 1 stockpile of new imported cars hit a three-month high point and the 34-day supply was the highest in two years.

There were 262,444 new imported cars in port and dealer inventory on May 1, a considerable jump from the previous month's 221,179.

Import inventories had taken a nosedive in March, as Japanese makers cut shipments in order to stay within their quotas during the fiscal year that ended March 31. They began easing last month, but the Japanese makes were so riddled by shortages that their sales suffered, while the sales pace for European makes increased.

On May 1, 1984, there were 221,547 import cars in stock. One reason for the big year-to-year increase is the easing of quotas on Japanese cars this year.

May's 34-day supply isn't much to cheer about: Importers would prefer a 60- or 70-day supply to prevent shortages. But it's better than they have had since May 1, 1983, when there was a 40-day supply of cars. During the two years since then, import stocks have dipped as low as 23½ days (in September, 1984).

On April 1, there was a 29-day supply of imports. On May 1, 1984, the figure was 32. All of last month's figures have been revised to include only the estimated number of Honda imports. Figures published last month included both Honda's imports and its Ohio-built Accords. The company has since changed its accounting to break out the totals separately.

Another reason to hold off on the hurrahs over the 34-day supply is the fact that the daily selling rate for imported cars last month was the lowest since September. The selling rate no doubt will rise dramatically this month, as the Japanese continue to shore up their stocks. And as it goes up, the days-supply will plunge as it is hit by the mathematical double-whammy of reduced inventories divided by a larger sales-per-day figure.

Import-truck inventories stood at 90,286 units, a 32-day supply, as the month opened. One month earlier, there were 92,259 units, a 33-day supply. One year earlier, there were 82,378 units, a 44-day supply. The days-supply figures for trucks have hovered in the 30s since February. Nissan's Tennessee-built trucks are included in all totals.

This month's car-truck total for imports showed 352,730 units in stock, a 34-day supply, compared with 313,438 and 28 days a month earlier and 303,925, a 34-day supply, a year earlier.

Japanese makes had 49.22 percent of the import-car inventory

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Chevy to get 'L' for 'X'

Barry Penlound

Due in 1987 model year

The 1987 L-body is slated to replace the Citation X-body in Chevrolet's lineup. Bumpers and aero headlights are as they will appear on the car; the grille may be changed. The L-body will share mechanical components with General Motors' N-cars: Buick Somerset Regal, Oldsmobile Calais and Pontiac Grand Am.

Kenosha may build new plant for AMC

Marjorie Sorge
Labor Editor

The City of Kenosha may be willing to build a new assembly plant for American Motors if the company guarantees future production in that city.

The city would lease the plant to AMC, a source said last week.

The current Kenosha plant is on lakefront property which the city would like to have for other uses. The facility is aging, with some portions built at the turn of the century. It currently builds the Renault Alliance and Encore.

If the City of Kenosha were to build a new plant for the company and a new, less-expensive contract can be reached between the UAW local there and the company, it is likely that some of AMC's major problems would be solved.

The company lost $29 million during the first three months of this year and must lower costs at Kenosha which AMC maintains is the most expensive auto plant in the world. It is currently trying to get a new labor agreement there and has said it will begin plant-closing procedures May 24 for the Kenosha assembly and Milwaukee stamping plants if the union does not commit to making concessions.

If the city builds that plant and then leases it back to the company, the cost would be substantially less than if AMC were to build a new plant on its own.

Such a move also would help the city, since if AMC closes the plant, there will be 5,800 people out of work.

However, continuation of AMC production in Kenosha hinges on a new labor agreement between the company and UAW Local 72.

Last week, the 5,800 members of Local 72 voted overwhelmingly to enter into negotiations rather than accept the company's demands for concessions outright.

The local sent a telegram to AMC last Friday asking for early talks, possibly beginning today (May 20), to "negotiate for a mutually satisfactory agreement" to replace the current contract which expires Sept. 16.

In the telegram, the local agreed to accept profit sharing for the payback for the complete payback of the Employe Investment Program (EIP); to negotiate a mutally satisfactory economic and work-rule agreement along the lines AMC outlined in a letter in early May, and to explore a letter of intent to guarantee new models for Kenosha.

That should be the commitment AMC is seeking.

Richard Calmes, AMC vice president, industrial relations, sent a letter to the union on May 3 asking for the concessions commitment. The local interpreted the letter as demanding the concessions without allowing the union

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breaking news

Chrysler names P-car

ANAHEIM, Calif.—Chrysler Corp. will name its 1986 upscale subcompacts Plymouth Sundance and Dodge Shadow, shareholders at the annual meeting here were told. A turbocharged version will be available. Chrysler also showed a running prototype of its Liberty subcompact project.

Ford of Britain slips into red ink

LONDON.—Ford of Britain, for many years Ford Motor Co.'s cash cow, slipped into the red last year for the first time since 1971. The $17-million deficit followed four years of dwindling returns. Sales were a record $4.6 billion. The loss came despite interest payments of $90 million from loans to the parent company during Ford of Britain's boom years.

See BREAKING NEWS, Page 8, Col. 1

Administration witnesses have rough day

CAFE hearing lively, but indecisive

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In a hearing before a Senate Energy subcommittee last week, the Reagan Administration got a black eye in the battle over whether to roll back the 1986 passenger-car CAFE standard.

Although the hearing was lively, no clear consensus emerged from the shots exchanged. No legislative proposals are on board in the Senate. No hearings have yet been scheduled in the House.

The next move is up to NHTSA. Administrator Diane Steed said she expects some response to the companies by early June.

Both Ford Motor Co. and General Motors—petitioning NHTSA for 26 MPG instead of 27.5 MPG for 1986 models and beyond—emerged with bruises. But so did Chrysler Corp., which is vigorously opposing any rollback as "unfair."

Strange bedfellows with Chrysler were Joan Claybrook, now head of Public Citizen and also the former NHTSA administrator who rolled back light-truck standards for Chrysler in 1982; the Center for Auto Safety and the Environmental Policy Institute. They came off relatively unscathed.

The Automobile Importers of America (AIA), also asking for a rollback on behalf of its European members, weathered the flack fairly well.

The AIA argued on behalf of limited-line European luxury makes. Ford and GM were protecting their flanks as full-line makers beset by customers wanting to buy full-sized vehicles, not as single-line or limited-line makers who had no cars to average.

But it was Administration witnesses that took direct hits.

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GM facing shortage of V-6 engines

By Edward Lapham
Marketing Editor

The shift of consumer preference to mid-size cars with V-6 engines has caused a V-6 shortage at General Motors. The shortage threatens to undercut its marketing plans for at least another year.

The most crucial imbalance is in the "Buick" family of V-6s, currently offered in displacements of from 3.0 to 3.8 liters.

Those engines are used extensively in A-body and N-body models, currently among the best selling GM cars.

The four corporate sources are currently Tonawanda, N.Y.; Flint; Ramos Arizpe, Mexico. and St. Catharines, Ont.

"Current engine production was planned a few years ago, before the price of gasoline stabilized and the consumer expressed a preference for more performance," a GM spokesman told Automotive News last week.

"It is a temporary situation until more capacity becomes available."

The next major jump in V-6 output is not scheduled to come on stream for about 15 months, when the refitted V-8 diesel plant in Lansing begins building 2,400 units per day.

In a recent interview, Pontiac General Manager J. Michael Losh told Automotive News that "the majority of Grand Ams," Pontiac's N-body, are four-cylinder models, but "the A-car (6000) is 60-40 in favor" of the sixes.

"When you look at all our car lines, they're in relatively short supply," Losh said. "And, to a certain extent, that's true for everybody."

At the beginning of May, Pontiac Grand Am stocks were the lowest of the N-cars, with a 17-day supply. The Oldsmobile Calais and Buick Somerset Regal each had a 66-day supply.

The A-car stocks were tighter. The Oldsmobile Cutlass Ciera ha

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NEWSPAPER

But McCurry says firm is ready; Chevy Nova a new problem

Import-leader Toyota faces major challenge

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Looking at a volume increase of only 11.9 percent under Japan's new Voluntary Restraint Agreement and the prospect of its two nearest competitors expanding U.S. production, Toyota's leadership position in the import market will face perhaps its biggest challenge in the firm's history over the next several years.

Robert B. McCurry, Toyota senior vice president, feels his company is ready to meet it head-on, although he is not happy with the limits placed on Toyota as the result of VRA.

"We're against VRA, period," he said. "We think it's wrong. I noticed the Chrysler numbers the day VRA was released, and they had a 75-day supply of Mitsubishis. I think they (Japan's Ministry of International Trade and Industry) should look at the people who turn around inventories and have one or two days' supply and should allocate accordingly.

The low percentage of increase "really doesn't do much for us," McCurry said. "What's 50,000 vehicles?"

As for the types of vehicles Toyota will chose to bring in, he said, "We'll do what the market demands. Obviously, if the market is more competitive, we would bring in more of our price-oriented vehicles."

That doesn't necessarily mean that Toyota will go head-to-head with Hyundai or Yugo.

"Our most popular cars are the Corolla and Camry," McCurry said. "Those two vehicles are in the heart of the market. Basic vehicles are the strongest, so we would try to increase those two vehicle lines."

As for the General Motors-Toyota joint-venture vehicle, which will be sold by Chevrolet as the Nova, McCurry said he views the product as just another competitor: "We're going to sell against them as a competitor, although I'm sure it's going to be a good competitor."

McCurry said he's not thrilled about the prospect of Chevrolet using the Toyota name in advertising and indicated that Chevrolet may be too low in its estimates of how many people the Toyota name will attract.

"I'm kind of surprised they're doing it," he said. "Looking at their side of it, Toyota is a fine name that has the best quality existing. Obviously, there's a lot of benefit to be written from that if the customer knows that the powertrain comes from Toyota. I would assume that's their reason for doing it.

"They say they get 10 percent more attention by using Toyota. I think they're very low with that 10 percent."

Although Toyota and GM are building cars for Chevrolet, Toyota has not announced plans for a U.S. plant of its own. McCurry would like to see an announcement, but he said it may not happen as soon as he would like it.

"I think you have to relate it to Toyota and their experience in the marketplace, their products and their engineering," he said. "Very seldom are they first, but when they come out, they ususallly come out with the best plan and the best product. They are doing a study (of U.S. assembly).

"Generally, when Toyota makes a decision, it's all wrapped up. There are no loose ends as to where and how and why."

McCurry said that if a plant is built in the U.S., he would like to see product that "would go to the heart of the market, which is Camry and Corolla."

A more immediate goal, however, is Toyota's drive to sell a million vehicles a year, including trucks.

"When we make our projections, we project cars and trucks combined," he said. "Our truck business has been very good. We did 260,000 trucks last year, and we're projecting that we'll go 280,000 this year. If we get 600,000 cars (under VRA), we'll sell 600,000 cars. We're approaching the magic figure, which we're shooting for—a million units. Once we get to a million, I'm sure we'll shoot for 1.2 million."

Toyota currently has 1,084 dealers in the U.S. and although a million units is within striking distance over the next several years, McCurry feels the comany can handle additional units without a major expansion of the dealer body.

"We have a vey strong dealer body," he said, adding that "the average dealer in Los Angeles sells around 2,000 vehicles (per year) right now. I think we can grow gradually and make a good impact on the market."

Whatever expansion is undertaken will be in new markets that have emerged because of population shifts. "In new areas, growth areas, we're doing a lot of examin-

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New quota finds Nissan disappointed

By Matt DeLorenzo
Los Angeles Staff Writer

LOS ANGELES.—Although Nissan will be able to boost its car supply by an additional 55,000 due to Sentra production in Tennessee, the company is somewhat disappointed in its quota under Japan's Voluntary Restraint Agreement for the next year.

"We were disappointed to a degree because, based on the information we received, we and Toyota have received the lowest percentage increases of any of the major manufacturers and we have the largest dealer organization," said Chuck King, Nissan's senior vice preisdent, sales.

"We have an unofficial number and it's about a 12-percent increase, about 57,000 cars," King said, adding that Nissan also received 2,000 more units under Category II, which covers sport/utility vehicles. "Currently, we don't have anything that falls in that category, but perhaps by the end of the restraint we will, so we might be able to utilize that other 2,000."

Noting that captive imports distributed by Chrysler Corp. and General Motors were the big gainers under VRA, King said the balance of the importers received about a 15 percent increase overall, as opposed to the 24 percent increase in the total number.

"Maybe if that had been stated by MITI (Japan's Ministry of International Trade and Industry) in the first place, we wouldn't be seeing all this negative reaction, particularly out of Washington," King observed.

"President Reagan didn't call for any type of restraints, so the Japanese Government took it upon itself to limit the numbers for another year and got tremen-

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Sprint for two sun lovers

Shown for the first time at the Los Angeles Auto Expo was a Chevrolet-sponsored design study of the Suzuki-built Sprint, but without its back seat and the usual hard top. Chevrolet dealers on the West Coast have been selling the coupe version of Sprint for a year. A Chevy spokesman said the conversion was made to test the convertible's viability and that no production plans exist.

Service Index notes increase of 7 pct.

Shop business rises for quarter

By Jack Walsh
Service Editor

First-quarter service and parts volume in the nation's new-car dealerships was up moderately over a year ago in spite of a decline in the rate of growth in the first three months of 1985.

Through March, according to the Automotive News Service Index, shop business was 7 percent higher than volume in the like period last year. In 1984, volume for the three months was up 19.8 percent from the previous year.

All indicators used in compiling the Service Index were higher than a year ago in the first three months, although the rate of growth was considerably slower in 1985.

Shop volume in March was up 4.7 percent over last year, compared with gains of 7.4 percent in February and 8.8 percent in January. A year ago, January service and parts business was 18.5 percent higher than the previous year, February was up 26.2 percent (the highest for any month in Index history) and March showed a boost of 15.3 percent.

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SERVICE INDEX
104.7★

	March, '85 vs. March, '84	3 mos., '85 vs. 3 mos., '84
Gross Profit on All Labor and P&A Sales	+6.6%	+7.3%
Repair Orders Written	+ 4.3%	+ 6.8%
Total Labor Sales (Customer & Warranty)	+5.4%	+10.5%
Shop Parts Sales (Customer & Warranty)	+5.6%	+8.1%
Sales of All P&A	+3.2%	+4.8%

★—Survey by Automotive News shows that dealers' service and parts business in March, 1985, was 104.7 percent of business in March, 1984. Service business in the first three months of 1985 was 107 percent of business in the corresponding period in 1984.

Lower-priced Porsche due for U.S. in 1986

By John A. Russell
New York Staff Writer

NEW YORK.—In a move to offer an entry-level model in the U.S., Porsche Cars of North America will bring back the 924 in 1986 and it will be priced 10 percent lower than the 944.

The 944 now is priced at $21,440 with 5-speed transmission and $21,040 with automatic.

Porsche executives stressed that the 924 will be a true Porsche using the 944 running gear. When the 924 was last offered in this country several years ago, the complaint was that its mechanicals were basically Audi.

In an interview with Automotive News last week, PCNA President John A. Cook said the company needs an entry-level car and the 924, which will be designated the 924S, will fill this gap.

While Cook stated categorically the company will not market sedans but will "stick with what we know best," he revealed that the company intends to introduce a 911 Turbo Carerra for this market in November. Also slated for November introduction is the 944 Turbo which Cook promised will be competitively priced. Within a year, the company will be offering four models in the U.S. in several configurations.

There will be the 924S, followed by the 944 and 944 Turbo, then the 911 Turbo Carrera and finally the 928S. Cook said there was a strong possibility the company would also have a Carerra Cabriolet in the future.

The broadening of the model range is essential, Cook said, since the company is not selling to the old Porsche "buffs." Cook anticipates that as the model range broadens, so will the customer base.

In the model line today, Cook considers the 928S the "real sleeper." This 32-valve model with the improved five-speed transmission will "burn your socks off" Cook said and he termed it the "best-kept secret that exists." He is moving to change that with what he terms a reintroduction of the car.

In June, PCNA will implement a direct-mail campaign on the

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Chrysler to import sunroof for C-cars

By Dan McCosh
Detroit Reporter

Chrysler Corp. is planning to install imported sunroofs on its 1987½ C-body cars, the replacements for the current rear-drive full-size M-bodies. An innovative process that takes about 50 seconds of assembly-line time will be used.

The sunroofs will be made in Holland by Inalfa-Hollandia, Inc., and shipped to the Chrysler assembly plant.

Inalfa-Hollandia is a Holland-based company that currently makes sunroofs for a variety of European cars. The Chrysler project is the first U.S. original-equipment contract for Inalfa-Hollandia and may be the first time sunroof kits have been imported from overseas for OE installation.

A subcontractor will modify and reinforce the actual roof panel from the unassembled car, supplied by Chrysler, and the pre-cut roof panels then will be shipped to the C-car assembly site, tentatively identified as Sterling Heights, Mich. At the plant the roof panels will be mated to the Inalfa-Hollandia sunroofs

On-line, the roof panel installation is expected to take about 50 seconds, with the prefabricated

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60th year—No. 5075

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Decline by GM is biggest factor

Sales drop 8 pct. for early May

By Jenny L. King
Detroit Reporter

Early-May new-car sales slipped some 20,000 units from their year-ago level, dampened by another soggy sales report from market leader General Motors.

Compared with the same period in recent years, though, the 217,732 total wasn't out of line. It was down 8.61 percent from 238,240 in 1984 while up 29.00 percent from 168,785 two years ago.

GM sales for the May 1-10 period were down 12.95 percent from a year earlier, dropping to 129,212 from 148,431. Ford Motor Co. slipped 2.97 percent, to sales of 52,919 from 54,537. Chrysler Corp. was the sole member of the Big Three to improve upon its year-ago standing, up 3.79 percent to 27,359 from 26,359.

Honda was up 2.43 percent, to 3,202 from 3,126. Volkswagen sales of 1,690 Golf passenger cars were down 2.71 percent from 1,737 Rabbits in 1984. American Motors reported estimated sales of 2,950, down 27.16 percent from 4,050. The Automotive News estimate for newcomer Nissan, based on its April sales, was 400 Sentras from Tennessee.

With the domestic market now divided into seven segments, the largest piece still belonged to GM, which had 59.34 percent, down from 62.30 percent a year earlier. Ford climbed to 24.30 percent from 22.89 percent, and Chrysler expanded to 12.57 percent from 11.07 percent.

AMC dropped to 1.35 percent from 1.70 percent; Honda had 1.47 percent compared with 1.31 percent; VW edged up to 0.78 percent from 0.73 percent, and Nissan had 0.19 percent of the most recent market.

There were more minuses than pluses in the domestic-make sales comparisons for the period. Plymouth was down 10.64 percent; Mercury slipped 13.22 percent, and Lincoln was down 10.22 percent.

Buick was down 13.19 percent; Cadillac slipped 9.96 percent, and Chevrolet was down 16.98 percent. Oldsmobile dropped 15.05 percent; AMC was down 20.00 percent; Renault slipped 28.17 percent, and VW was down 2.71 percent.

Gainers were Chrysler, up 19.30 percent; Dodge, up 3.09 percent; Ford, up 2.12 percent; Pontiac, up 0.06 percent, and Honda, up 2.43 percent.

With nine selling days both this year and last, the daily rates were 8.61 percent apart, down to 24,192 this year from 26,471 in 1984.

DOMESTIC SALES

	May. 1-10, 1985	May. 1-10, 1984
Renault		
Alliance-Encore	2,550†	3,550†
AMC	400†	500†
AMERICAN MOTORS	2,950†	4,050†
Chrysler	9,747	8,170
Plymouth	7,414	8,297
Dodge	10,198	9,892
CHRYSLER CORP.	27,359	26,359
Ford	36,435	35,678
Mercury	12,975	14,951
Lincoln	3,509	3,908
FORD MOTOR CO.	52,919	54,537
Buick	21,714	25,014
Cadillac	8,838	9,816
Chevrolet	45,111	54,336
Oldsmobile	32,333	38,062
Pontiac	21,216	21,203
GENERAL MOTORS	129,212	148,431
VOLKSWAGEN	1,690	1,737
HONDA	3,202	3,126
NISSAN	400†	0
U.S. INDUSTRY TOTAL	217,732	238,240

†—Estimate

Buick test drive boosts California Somerset sales

LOS ANGELES.—A telemarketing program that invites prospects to test drive a Buick Somerset Regal for 24 hours was launched May 1 in Southern California and was responsible for 342 sales in 15 days.

Michael Hadden, assistant zone manager, said "the whole idea is to get them (prospects) into the car."

Radio, television and print ads invite people to take the car for 24 hours. By calling a special number, (800) 85-Buick, the prospect reaches an operator in Flint who determines the closest dealer and arranges for the test drive.

Hadden said Buick is supporting the program by making 700 additional identically equipped Somerset Regals available to 50 dealers in Los Angeles, Ventura and Orange counties. The cars, which list for $11,602, are equipped with automatic transmissions and appearance packages and are available in red, white or gray.

"Through May 15, we've had 583 calls, which have resulted in 379 test drives. There have been 342 sales," Hadden said.

The ads are scheduled to run through May 26 and the test drives through June 1. Following the test-drive program, tent sales at the dealerships will be held to sell the Somerset Regal demonstrators.

Volvo's score is best yet in 35-MPH crashes of '85s

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In the latest NHTSA high-speed crashes of 1985 models, Volvo won the prize, and the Chevrolet Spectrum (made by Isuzu) showed the worst results of the five vehicles reported.

Using belted and instrumented dummies, the cars are crashed into a barrier at 35 MPH (5 MPH above the standard compliance test but equal to about one-third more in energy forces).

The head injury criteria (HIC) of 1000 means roughly that a person will survive and avoid the most serious injuries; a chest deceleration of 60 Gs is also roughly survivable. Only single crashes are used, and cars should be compared only by size classes.

Using those gauges, Volvo's performance with two models was the best for the driver of 1985 models tested so far, and its HIC figure of 262 for the passenger of one vehicle was the best recorded for any model.

Results for the Volvo DL four-door sedan were: 651 for driver HIC; 310 for passenger HIC. For Volvo's DL four-door wagon, driver HIC was 621 and passenger HIC was 262.

Results for chest Gs were equally spectacular: 36 for the driver and 25 for passenger for the sedan; 33 for the driver and 31 for the passenger for the wagon.

The Chevrolet Spectrum two-door hatchback recorded dummy HICs of 1559 and 960 for driver and passenger, respectively, and 51 and 56 Gs for driver and passenger chest deceleration.

Dummies in the Nissan Maxima recorded a driver HIC of 1041 and a passenger HIC of 1500. Chest deceleration was 63 Gs for the driver and 38 Gs for the passenger.

The Chevrolet S-10 Blazer two-door 4x4 recorded a driver HIC of 1036 and a passenger HIC of 1320. Chest deceleration was 62 Gs for the driver and 43 Gs for the passenger.

All vehicles met Standard 212 (windshield retention), Standard 219 (windshield intrusion) and Standard 301 (fuel system integrity)—comfortably assuring they would comply at the lower compliance speed of 30 MPH.

breaking news

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Chrysler Financial to team up with GE Credit

ANAHEIM, Calif.—A joint venture has been announced by Chrysler Financial Corp. and General Electric Credit Corp. to finance machinery, equipment and real estate used by third parties. It will be called CGE Associates.

CARB chairman resigns

SACRAMENTO.—Gordon Duffy, chairman of the California Air Resources Board and state secretary of environmental affairs, has resigned effective June 1. Jananne Sharpless, Duffy's chief deputy, has been named interim replacement. Duffy stepped down to take a lobbyist post with Paul Priolo, whose clients include American Honda.

Porsche to miss CAFE by 2 MPG

WASHINGTON.—In a late filing of its model CAFE estimates for the 1985 model year, Porsche said it expects 25.5 MPG. Since this is 2 MPG below the fuel-economy standard, Porsche could be subject to $2 million in penalties.

China plans auto extravaganza

SHANGHAI.—China, in line with a policy to expand foreign trade, plans a seven-day automotive exhibition and seminar July 3-9 in Shanghai. Exhibitors, in addition to displaying their products, will conduct seminars on products and technologies. The affair has been named Automotive China '85.

Alfa 75 to become 'Milano' for U.S.

Alfa Romeo will introduce its sedan, named simply 75, to Europe next month. The upmarket version, renamed Milano for the U.S., will go on sale stateside in April. The car is a derivative of the jointly developed Saab 9000 (to be sold in the U.S.) and Lancia Thema. Fiat also will have a version.

Alfa plans new products tailored for North America

By Richard Feast
European Editor

MILAN, Italy.—"Two years ago we were faced with a major decision about the U.S.—whether to stay in or get out," said Ernesto Vettore, president of U.S. importer Alfa Romeo, Inc.

Annual sales were down to little more than 2,000 and there were no new models in the offing to help turn around the outlook.

Alfa Romeo decided to stick with it, while pushing ahead with development of models tailored more specifically to North American demands.

The first of those new products, the Milano, will go on sale next April. It will be followed in 1987 by a larger sedan currently known as 164. After that there are prospects of new-generation sports cars styled by Pininfarina.

Joseph Cooley Jr., the U.S. sales and marketing director, said he foresees annual sales rising steadily to the region of 20,000 by the end of the decade. The major competitors are identified as Audi, BMW, Saab and Volvo.

The Milano takes its name from the Italian city where Alfa Romeo has its origins. It is based on the 75 sedan, which goes on sale Italy in June and in the rest of Europe in November.

While Europeans will be offered a wide variety of gasoline and diesel power units, North American customers will initially receive only the top model, powered by a 154-HP, 2.5-liter V-6 engine. A 3-liter version with 190 HP will be added a year later.

For North America, Milano will be more lavishly equipped and trimmed. One version will feature an interior treatment by a Milanese fashion designer, Trussardi. A ZF automatic will be an option, but standard equipment is likely to include items like anti-lock braking, limited-slip differential, air conditioning and electric window lifts.

Alfa Romeo officials hinted at a list price of below $20,000 for the Milano. For the 164—a front-drive car, unlike the rear-drive Milano—the expectation is a sticker price below $25,000.

The 164 is an Alfa Romeo derivative of the model jointly developed as the Saab 9000 and Lancia Thema. Fiat's version, known as Type 4, will be unveiled this fall.

While Alfa Romeo believes its future lies with refined and comfortable sporty cars, it will not abandon sports cars completely. It has some longer-range projects in this category, but they will be given priority only when the sedans are fully launched.

• Cooley said U.S. sales in the class of sedans like the Milano and 164 total about 600,000 units a year. The targets are the 76 million Americans born between 1946 and 1955. More specifically, they are the so-called yuppies: College-educated, upwardly mobile, high-income buyers.

The Milano is a four-door sedan weighing just under 2,560 pounds. It is a little more than 170 inches in length and sits on a wheelbase of almost 99 inches.

Alfa Romeo's U.S. sales target this year for its sport cars is 4,500, compared with 3,700 last year. For next year, it believes it can sell 10,000 units, split roughly 50/50 between sports cars and the Milano. If it does so, it will be an alltime high. Its previous best was in 1977, when it sold 6,700.

The Milano is powered by the V-6 developed for the unsuccessful large sedan known simply as 6, and subsequently used in the GTV. It is front mounted and drives the rear wheels via a transaxle. In usual Alfa Romeo fashion, it uses a DeDion rear axle.

Top speed is quoted at more than 130 MPH. Acceleration from rest to 60 MPH is accomplished in about 8.2 seconds.

Fuel consumption for the 75—from which Milano will be derived—on the European cycle is the equivalent of 34.6 MPG at 56 MPH; 26.1 MPG at 75 MPH, and 18.1 MPG on the urban section of the test. An average will be just under 25 MPG, according to official European standard statistics.

Makers, not dealers, liable for penalties

A paragraph in an article on the NHTSA fund-authorization bill on Page 71 of the May 13 issue of Automotive News indicated that dealers are liable for fines or jail terms for failure to disclose certain defects. They are not. The section should have read:

Under the proposal, dealers who have been informed of a safety recall for a vehicle or piece of equipment would have to remedy it—at manufacturer's expense—before selling or leasing the vehicle. Also under the proposal, manufacturers knowingly and wilfully failing to notify the government, purchasers or dealers of a safety-related defect are subject to criminal penalties including a fine of not more than $50,000 or a one-year jail term or both.